



The Philatelic Communicator

Quarterly Journal of
Writers Unit 30, American Philatelic Society.

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Writers Guidelines for *Scott Stamp Monthly*

By Wayne L. Youngblood

Writers guidelines are now available for the *Scott Stamp Monthly*. These guidelines, the first of their kind at Scott, should help those who are interested in writing for the publication to prepare articles that are more in line with the current focus of the magazine.

Unfortunately, *SSM* strayed over the years from stamps as its major focus to a wide range of basically non-philatelic subjects, with only incidental tie-ins to stamps and postal history. Since *SSM* is a publication that caters to stamp collectors and the hobby in general, a change was necessary. In bringing the magazine more in focus with the hobby, it was first important to examine why it exists and surmise why it wandered from stamps as its focus.

SSM is a monthly philatelic publication that exists to entertain and educate its readers through well-illustrated, interesting and informative features, and how-to articles. Its position as the initial

provider of new Scott catalog numbers renders it by nature an important publication in the hobby. However, the magazine cannot exist on listings alone. It also serves a very important entertainment function in addition to its obvious reference value.

Various editors recognized this early on in the history of the magazine and each achieved that goal to a greater or lesser degree. As the magazine began to stray from its course, those who provided features began to stray with it, until an unusual situation occurred.

Since free-lancers supply the majority of the editorial content of the magazine, or at least its features, it is driven to some extent by what it receives from contributors.

Each month, as the magazine published features with only incidental tie-ins to stamps, new and potential authors assumed that was the type of material the magazine desired. Therefore, as

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Marvin's Manual—A Step Forward? Or Backward?

By Alan Warren

Domestic Mail Manual, Issue 46, July 1, 1993, 8½ by 11 inches, stapled and 3-hole punched, in 12 sections, plus tabbed divider sheets and 10-page foldout with rates and fees, published by United States Postal Service, 475 L'Enfant Plaza SW, Washington, DC 20402. Price unannounced but going up.

When he took over the deficit-ridden USPS, Postmaster General Marvin Runyon promised to reduce staff and costs of running the organization, to streamline the service and eliminate many middle management positions, and to rewrite the *Domestic Mail Manual* completely and cut its size in half.

Today the USPS is working with 46,000 fewer employees, and the new DMM has been completely rewritten. The last edition of the book was Issue 45, which appeared December 20, 1992. Issue 46 was supposed to have been released March 21, 1993; but was delayed due to extensive revisions. Unless you want to juggle twelve separate sections, it is imperative that you take the time to insert the new manual in a three-ring binder, preferably removing the staples in the process.

But how does one measure "size"? Since the page size is the same in both editions, I weighed them. The old version weighs two pounds 10.5 ounces, and Issue 46 weighs five pounds 8.5 ounces. Maybe Runyon measures size in thickness. The old version is 1½ inches thick, and the new one is 2½ inches, without a binder.

Perhaps the size reduction is in page count. When I checked this feature, I found the old version has 908 pages and the new one 1,074—including the divider pages. There is no clue as to

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Door Prizes for WU30 Breakfast at STaMpsHOW

The Writers Unit 30 Breakfast will be held at 8:30 a.m., Sunday, August 22, at the Sheraton Astrodome in Houston, Texas, during STaMpsHOW 93. The featured speaker will be Azeem S. Jaffer, Manager of Market Product and Publicity for the U.S. Postal Service.

Tickets cost \$12 per person. If you failed to send your reservation, you may purchase your ticket at the STaMpsHOW registration desk at Astroarena Expo Hall, or hand your check to the editor when you see him.

As usual, everyone in attendance will get a ticket for the door prize drawing. Among the prizes we shall give away are *The Numeral Cancellations of The British Empire* by the Rev. H. H. Heins; *Fell's Official Stamp Guide* by Franklin R. Bruns Jr.; *Histoire de la Principauté de Monaco par ses Timbres-poste*; *Australian Postage Stamps: The Early Commonwealth Period and the Kangaroo and Map Series*; *Australian Postage Stamps: The Definitive Stamps of the Reign of Queen Elizabeth II 1952-65*; *Postage Stamps of Sweden 1920-1945*; *Birds of the World in Philately* by Beverly S. Ridgely and Gustavs E. Eglajs; *The Animals on Postage Stamps* by O. W. Barrett; *Postage Stamp Catalogue of the Republic of China 1878-1957*; *1985 United States Postal Card Catalog*; *Medicine and Stamps* edited by R. A. Kyle M.D. and M. A. Shampo M.D.; *Bartels Catalogue of U.S. Stamped Envelopes* Fifth Edition; *Classic United States Stamps 1845-1869* by Dr. Carroll Chase; *The American Stamp Collector's Dictionary* by Harry M. Kornwiser; *Canadian Philately Bibliography and Index 1864-1973*; *The Catalogue of Egyptian Revenue Stamps* by Peter R. Feltus; *A Historical Catalog of U.S. Stamp Essays and Proofs: The 1847 Issue* by Clarence W. Brazier; *Florida Postal History and Postal Markings During the Stampless Period* by Mrs. Harold Major Pickett, Kenneth L. Rice, and Henry M. Spelman III; *Canada Federal Archives Division: RG3, Records of the Post Office Department*; *Australia Post 1987 Calendar*; *History of Letter Post Communication Between the United States and Europe 1845-1875* Second Edition by George E. Hargest; and the September 1986 issue of *Town and Gown* with a cover story about Joe Paterno and "A Century of Philately" by Bill Welch and Nadine Kofman. □

The Philatelic Communicator

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Writers Unit 30 has as its primary objective the encouragement and improvement of philatelic writing in all of its various forms.

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All submissions for publication, without exception, are subject to being edited. Opinions expressed in *The Philatelic Communicator* are those of their authors, but not necessarily of APS Writers Unit 30, its officers, or agents. Letters received by the editor may be published unless labeled "Not for Publication."

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DEADLINES

For receipt of copy by the editor:

Fourth Quarter September 20, 1993

First Quarter 1994 November 20, 1993

Literature Exhibition Calendar

September 22-26, 1993

Wapex 93, first Australasian National Philatelic Literature Exhibition, Perth, Australia. Information from Central Districts Philatelic Trust, P.O. Box 206, Palmerston North, New Zealand.

October 1, 1993 (Entry deadline)

Seventh annual Lidman Prize Competition for writers of philatelic articles published in the non-philatelic press. For information and entry forms write to Council of Philatelic Organizations, P.O. Box COPO, State College, PA 16803-8340.

October 1-10, 1993

Bangkok 1993. Bangkok, Thailand. For information write to Mary Ann Owens, U.S. Commissioner, P.O. Box 021164, Brooklyn, NY 11202-0026.

October 8-10, 1993

Sescal 93, Los Angeles, California. Information from James A. Bowman, 3459 Township, Simi Valley, CA 93063.

October 17-24, 1993

Philtrema Philatelic Literature Fair International, Milan, Italy. For information write to George Guzzio, U.S. Commissioner, 3134 Berkeley Place, Brooklyn, NY 11217.

November 12-14, 1993

Chicagopex 93, Rosemont, Illinois. For information write to Chicagopex Literature Exhibits, P.O. Box A3953, Chicago, IL 60690.

January 27-30, 1994

Hafnia. Copenhagen, Denmark. For information and applications write to Charles J. Peterson, P.O. Box 5559, Laurel, MD 20726.

April 15-17, 1994

Colopex 1994, Columbus, Ohio. For information write to Dr. Jason H. Manchester, P.O. Box 3128, Columbus, OH 43210.

August 16-25, 1994

Philakorea 1994, Seoul, Korea. For information write to Karol Weyna, 6122 W. 85th Place, Los Angeles, CA 90045.

June 8-16, 1996

Capex '96, Toronto, Ontario. For information write to Capex '96, P.O. Box 204, Station Q, Toronto, Ontario, Canada M4T 2M1.

May 29-June 8, 1997

Pacific 97, San Francisco, California. Information from Pacific 97, Quinby Bldg., Top Floor, 650 S. Grand Ave., Los Angeles, CA 90017-3878. □

President's Message

By Charles J. Peterson

As I write this, the 1993 APS elections have just concluded—it was one of the liveliest contests in recent years, and with over 9,000 votes cast it enjoyed the highest member turnout in many years. Of the 11 elected officers, six are WU30 members, including APS President-elect Randy Neil and our editor, APS Secretary-elect Ken Lawrence. Many of the unsuccessful candidates, presidential aspirants Lois Evans-de Violini and Joe Foley among them, are also Unit members. My congratulations to all the electees, and my respect and commiserations to those who ran unsuccessfully.

Several times during the campaign I was asked to publicly support specific candidates. I declined, in consideration of a concept known as "propriety" that seems to be an increasingly scarce commodity these days. Absent a compelling issue involving the interests of WU30, it simply wouldn't be appropriate for me as WU30 president to publicly take sides for one or more of our members and against fellow-member opponents. To phrase it in time-honored liturgical language, it's not "meet and right so to do."

A similar concern prompts my apology here and now to Roger Schnell, whose letter appeared in the last issue of *The Philatelic Communicator* (Whole No. 100, page 38). Neither he nor I anticipated that Ken Lawrence would use that exchange as a springboard for a three-page continuation of his dissection of Clyde Jennings' exhibit and monograph and personal behavior. The result of doing so in the guise of a "letter" or editorial response to a letter ("From Ken Lawrence") caused a significant enlargement and a distortion of tone of the original Schnell/Peterson dialogue with which Ken's article was juxtaposed.

I have no quarrel with the editor's use of *The Philatelic Communicator* pages for his own articles, so long as those articles are germane to the Writers Unit. That's the right of any member, including the editor. I do find it a misuse of editorial privilege when such an article is cast in the form of a letter (to the editor?) or secondary reply (which did not reply) to another letter, when doing so distorts and overshadows the material that was used as an entrée. The remarks of two writers were damaged so that the editor, as author, could pursue his own ends. The ploy and article may have been clever, but the actions are hardly in keeping with editorial propriety.

The article in question spoke out against censorship and intimidation of the press, and raised the flag of threats to the integrity of philatelic writing. To this I would add that editorial distortion can be equally, albeit more subtly, threatening.

What may be appropriate in one context may be out of line in another; what is proper for a member might well be wrong for an officer; what is acceptable in one venue can be unacceptable elsewhere. We have learned to use spell-checkers and grammar-checkers in our writing; I suggest we should also add propriety-checking to the standard battery of writers' (and editors') aids. □

Procedures for No-Fee WU30 Critique Service

1. Submissions accepted only from WU30 members.
2. For periodicals: Submit the most recent issue(s)—if applicable, 3 or 4 consecutive issues. Include postage equivalent to four times the first class mailing fee for WU30 mailing expenses; any unused amount will be returned.
3. For books/book manuscripts: Inquire before sending, with brief description of item; please include stamped, addressed envelope for reply.
4. All submissions/correspondence to: Charles J. Peterson, Box 5559, Laurel, MD 20726. [Phone (301) 776-9822.] □

Editor's Bulletin Board

By Ken Lawrence

David Tilton runs his weekly syndicated stamp collecting column on the Prodigy computer network. Another on-line stamp collector, Brent Kellogg, was unimpressed. In late June, the two got into a dustup. With modems sizzling, they swapped intemperate words, and Tilton threatened to sue. Other Prodigy participants rooted for one or the other. Finally, Catharine Oran of Prodigy intervened and called a halt to the dispute, just as it was on the verge of overtaking major league baseball in the ratings.

The Collectors Club Philatelist continues its impish, scholarly disrespect for established philatelic fact and wisdom. The July-August 1993 issue includes an article by James G. Baird, "International Vending Machine Company," which argues that privately perforated International coils don't exist. International coil stamps have been listed by Scott since 1958, certified as genuine by the Philatelic Foundation and the American Philatelic Expertizing Service, and sold at a William R. Weiss auction sale held at the Collectors Club in 1988. Stay tuned.

ASCAT, the International Association of Stamp Catalog Editors, now has a United States member, Leo August's Washington Press. ASCAT is best known for its alliance with the Fédération Internationale de Philatélie (FIP) and the International Federation of Stamp Dealer Associations (IFSDA) to crusade against so-called undesirable stamp issues. Of the major stamp catalog publishers, Scott and Stanley Gibbons are not ASCAT members; Michel and Yvert et Tellier are.

FIP President D. N. Jatic boasted in "The Tree Bears Fruit" (June 1993 *FIP Flash*, page 4) that the FIP-IFSDA-ASCAT efforts against "the burning problem of the Undesirable and Excessive issues of postage stamps" at UPU congresses and elsewhere have secured endorsement of these principles: "Stamp Catalogue publishers to boycott such issues, Collectors to be warned not to buy such stamps, Publishing the list of questionable issues to be a joint UPU and FIP effort, [and] Banning such stamps from being shown in FIP-Exhibitions."

Scott Publishing Company is fighting back against the FIP-IFSDA-ASCAT campaign, which publisher Stuart Morrissey denounced as "philatelic censorship." In "Don't Tread on Me," (October 1992 *Scott Stamp Monthly*, page 2), Morrissey turned up the heat: "Alexander Kroo, the Secretary General of Ascata, has plenty of experience in the world of questionable issues. In the 1970's Kroo had a contract to produce all the issues for one of the Trucial States." In "Censorship is out" (February 1993 *SSM*, page 63), Wayne Youngblood added that Kroo had produced stamps for Sealand, "a non-existent postal entity" island off the coast of Belgium. Morrissey struck another blow in "Marilyn Monroe in Bongoland," (June 1993 *SSM*, page 6); "Jean Varga has been ASCAT president since 1987. He operates a business in Paris that supplies imperforate stamps and proofs from third-world countries to the stamp trade. His business practices are highly hypocritical in view of his role in ASCAT and the organization's policies. Varga is much like Alexander Kroo, who has produced stamp issues from non-existent countries."

Scott Stamp Monthly has notified advertisers that the July and August issues will be combined, to get the magazine back on schedule. Subscriptions will be extended an extra month. Scott will send out a promotional mailing to 100,000 collectors at the end of August, hoping to increase circulation.

Brasiliana 93 Boletim N° 2 has an interesting article on the background of Mophila (Modern Philately) displays at FIP-sponsored international stamp shows. The original intent of those who proposed Mophila competitions back in 1981 was to accept

and judge modern material on the same basis as other categories because, the unsigned article says, only one percent of all collectors dedicate their time to classical stamps. The author finds the current treatment of Mophila exhibits unacceptable, and proposes incorporating modern exhibits as subclasses of the existing categories.

Mary Ann Owens and Peter Iber have been producing *The Exhibitor* newsletter for U.S. participants in Bangkok 1993. Some articles they have published, such as those by W. Danforth Walker and Stephen Reinhard, are actually of much wider interest, and ought to be more widely available.

New Stamp Publication. Issue number one, dated April 1993, of the *Fakes and Forgeries Study Group* newsletter is very promising. For information, write to Anthony Torres, editor, 107 Hoover Road, Rochester NY 14617-3611.

Telephone Cards of the United States are hot philatelic collectibles, but the stamp press here has ignored them. However, Seattle collector Chris Garibaldi has reported on them comprehensively in *The Stamp Collector* of Australia. This antipodal coverage is the best I've seen.

Joseph E. Foley's column in the June 19 issue of *Stamp Collector* had the most ironic headline I've seen in a long time: "Dealer has red brown #C23; fakers form group." These were intended as separate items. Evidently Foley and his editors were unaware that experts regard Joe and Norma Thompson's "red brown" variety of the bicolor 6-cent Eagle airmail stamp, Scott C23, as a chemically altered fake. For several years, the Thompsons tried to get their claim (which rests partly on a deliberate misreading of a Philatelic Foundation opinion that manifestly does not certify their stamp as a color error) published in *The United States Specialist*. Peer review unanimously recommended against publication. Joe Thompson sent me some pretty hot words in response to my evaluation, but declined to let me examine the stamp. But persistence paid off; the Thompsons finally found a suitably gullible writer. Compounding the irony, Foley invoked Roy White as authority, but neglected to mention that White regards the Thompson's stamp as a changeling.

Stamp Collector had suffered additional embarrassment a week earlier. The June 5 issue announced that USPS would issue the Rock & Roll/Rhythm & Blues stamps as a "souvenir sheet with non-perforated border" (excerpted from the Postal Service news release), illustrated by what publisher Jim Magruder later called a "composite photo." Magruder's June 26 editorial never quite admitted that his staff had been suckered, nor did he refute the incredible claim that USPS hasn't previously issued a sheet of stamps with a "non-perforated" border, but he obviously wasn't happy about the imaginative press handouts from the new Washington crew.

Deadlines: Fourth Quarter, September 20, 1993. First Quarter, November 20, 1993. □

Advertising Experiences

By John R. Gilgis

In 1992, Old German State Enterprises (OGE) began publishing *Old German States' Notes (OGSN)*, a quarterly newsletter. It is aimed at the beginner-to-intermediate Old German States' collector and is technical rather than newsy. It covers all aspects of Old German States' collecting—stamps, fakes and forgeries, revenues, revenue stamped paper, postal stationery, and others. Each issue contains at least eight pages in an 8½ by 5½ format.

At the end of each issue, *OGSN* includes a detailed reference list in case the reader wishes to research further any of the topics discussed. Currently, no advertising is accepted.

OGSN received a silver-bronze award in 1992 and 1993 at the

Cardinal Spellman Philatelic Literature Fair and a bronze at Canada's Second National Philatelic Literature Exhibition.

At the end of 1992, *OGSN* had 455 paid subscribers. Originally, *OGSN* did not expect to have this many subscribers since the Germany Philatelic Society only has around 1,860 members and the APS German States' mailing list has around 500. After a reevaluation of the potential subscriber universe, the 1993 goal is to increase the number of subscribers to between 600 and 700. Through the beginning of July 1993, *OGSN* has gained an additional 84 subscribers.

Nineteen percent of the 1992 subscribers initially purchased multiyear subscriptions. From the remaining 81 percent, as of the beginning of July 1993, *OGSN* had a 68.6 percent renewal rate. OGE will mail a reminder letter and questionnaire in August, so the renewal rate may increase a little.

Let me preface the specifics on advertising with the note that these illustrate only OGE's experiences. Another advertiser's response rate will depend on the product he or she sells, the text and images in the ad, the mailing list used, etc. No one should generalize from these experiences that any specific journal or newspaper provides a better response rate than any other journal or newspaper.

The various methods of advertising used to make collectors aware of *OGSN* were both classified and display ads in philatelic journals and newspapers, reviews in philatelic publications and dealer lists, flyers at stamp shows and bourses, and direct mail. Overall, OGE has found direct mail to be the most productive.

OGE ran the classified and display ads only for short periods, to gain some experience with response rate versus ad cost. We ran a monthly journal ad for three months and a weekly philatelic newspaper ad for six to eight weeks.

Initially, because of their lower cost and viewing by many collectors, OGE had hoped that classified and display ads would be the primary mode of advertising. We were very disappointed. For example, a three-month classified ad in *The American Philatelist (AP)* generated only 12 queries that translated to eight subscriptions (2.6 per issue) while an ad for the same period in the *German Postal Specialist* generated no replies.

Stamp newspapers showed varying rates per issue. A six-week (we believe) ad in *Linn's Stamp News (LSN)* generated eight queries and three subscriptions (0.5 per issue). The same period in *Stamp Collector (SC)* generated one subscription (0.16 per issue). A one-month display ad in *Global Stamp News* with an illustrated Brunswick stamp generated only two subscriptions.

Note that we have not normalized the previous "raw" per-issue rates to the size of the publication's subscriber base. If we did that for *LSN's* (71,490) and *SC's* (16,895) raw rates, the comparison now becomes 0.5 per issue versus 0.68 per issue—pretty close.

Most of the numbers are so small that a much longer advertising period would be needed to create any valid comparisons between publications. Additionally, from an advertiser's viewpoint, the cost of the ad should be included in the computation.

A review in a philatelic publication generates more subscriptions, sometimes significantly, on a per issue basis. OGE has gotten reviews in only four philatelic publications—*The American Philatelist*, *German Postal Specialist*, *Stamp Collector*, and *Mekeel's Weekly Stamp News*. These generated new subscriptions of four, four, five, and zero, respectively.

Except for *SC*, where there were two reviews, these directly translate to per-issue numbers. *SC* also had the largest difference with 0.16 versus 2.5 per issue, classified ad versus review.

OGE has sent review copies to other publications, such as *Linn's Stamp News*, *Global Stamp News*, and *Canadian Stamp*

News, sometimes more than once, but we have never seen a review. Obviously, we have not figured out the proper combination to get a review. Any suggestions would be appreciated.

A review in a dealer newsletter or inclusion of a flyer with a dealer's mailing can be very helpful. OGE has tried inclusion mailings with two dealers. The minimum cost would be the cost of the flyers and some share of the dealer's postage. The cost can increase from there depending on other agreements or cost sharing with the dealer. In one case, this type of mailing generated nine subscribers; in the other, 12 subscribers.

Stamp shows and bourses can be inexpensive alternatives on a per-show basis for advertising. The costs are only the cost of the flyers and the postage or transportation to get them to the show. Be careful; with many shows and bourses weekly, the costs can sneak up quickly.

Between March and July 1992, OGE experimented with flyers at 75 different shows in a total of 31 states. These generated 23 subscriptions, seven from commercial bourses and 16 from non-commercial shows. This averages to 0.31 subscribers per show, and almost covers the postage to mail the flyers. This rate could be increased only by sending flyers to larger or longer-running shows but that might eliminate some potential subscribers. We assume that the flyers were on display at each show.

Non-local shows, the majority, are the hardest to handle. Where and to whom to send flyers, how many flyers to send, and how early before the show to mail them are all questions that need to be answered. OGE has usually mailed 30, 50, or 70 flyers to shows depending on whether the show is one, two, or three days, but those amounts are pure guesses. At some shows the quantity may have been exhausted early, while at others, some were left over.

OGE recently watched flyers at a local three-day show, Philatelic Show 93. Over the three-day period, collectors took 68 flyers. That looks great but we have yet to receive a single response.

For a product with a limited audience, we might suggest that the flyers not be so colorful that every collector entering will take one regardless of their interest in the product. It also would be useful to make the flyer's topic obvious so collectors who are not interested would immediately realize it and not take a copy thereby reducing the available supply.

As you have probably noted, many of the above subscription numbers are small, for example, nine subscribers from that dealer mailing or four subscribers from that ad, but over a year those small numbers can add up. If *OGSN* can get ten groups of nine subscribers over a year, it will have added almost 20 percent to its 1992 subscription base. The key is to check the specific advertising cost versus the revenue generated constantly. If an advertising technique keeps looking bad, stop and rethink.

During 1993 and 1994, OGE will be experimenting with a display ad in the Old German States section of the Scott catalog. This is primarily to attract collectors who may not be either APS or GPS members. Although it is always good to make money, the primary reason OGE started *OGSN* was to get needed information out to Old German State collectors. To accomplish this, we are looking to create as much visibility as possible. It will be interesting to see the results of that ad.

The last advertising method is direct mail. With direct mail, the number of responses (subscribers) will depend on both the format and content of the direct-mail piece and the quality of the mailing list used.

At first, all the direct-mail pieces OGE mailed had the same general format. The front or envelope consisted of:

- A black return address with an "Address Correction Request-

ed" endorsement. Any address corrections result in a cleaner data base. This will reduce postage costs and undeliverables for future mailings. Also, for pieces returned with a new address, OGE felt that it was cheaper to spend another 29 cents to remail the piece than the cost to find another potential subscriber.

- A red cachet consisted of the two lines "Increase Value" and "Improve Quality." Both the red color and the text were designed to catch the addressee's eye when sorting the mail, pique his interest, and hopefully get him to open the piece and read further. Both phrases were discussed in the piece's inside text.

- A white address label with the name and address printed in larger, different style black type. The goal of the size and style was to differentiate it from the more common Courier computer-generated labels. At the bottom of the label was the USPS bar code for faster delivery.

- The postage stamp varied, but usually was a self-stick 29-cent stamp. OGE did use the variable rate coil for a couple mailings. We used the self-stick stamps both for easier application and to make the addressee stop and look at an unfamiliar stamp.

- A red "first class" endorsement was placed at the top between the return address and the stamp. Although redundant because of the stamp value, it made OGE's letter-folded self-mailers look more important, and further distinguished them from any bulk mail.

Other than to obey USPS requirements, OGE designed these to make the addressee, when sorting the mail, stop, look at, and then (we hoped) open the piece of mail.

Initially OGE rubber-stamped all the markings on the self-mailers and envelopes. This allowed us to change the markings easily for different mailings, but introduced quality and possibly "professional look" issues. Also, as we used the rubber stamps more heavily, the markings would vary in density. To improve the quality and consistency, to make the mailers look more professional, and to eliminate the work of hand stamping, we had the markings printed on the pieces.

When the envelopes were printed, OGE added a red logotype to the left of the black return address. For a mailing, the logo gave a more professional look and allowed the collector quickly to relate the design to his collecting area.

OGE decided to use the design of the 1851 Württemberg issue. We were concerned that non-collectors might recognize it as a stamp and consequently the addressee as a collector. To prevent this, we replaced the text in the four rectangular panels with the words "Research," "Knowledge," "Observation," and "Publication," which also quickly defined OGE. Finally, to make it look less like a stamp, we also replaced the value in the center with the company's initials, "OGE." Now for non-collectors, it was just a fancy design with some words that were not stamp-specific.

Unfortunately for comparing response rates, the direct-mail piece evolved over the last year and a half. It began as a simple letter-folded self-mailer printed only in black on gold 60-pound paper. Initially, OGE did not use a seal. Due to both damaged pieces and newer USPS guidelines, we added a seal. This began as a staple (frowned upon by USPS), then Scotch tape, and finally a one-inch clear circular seal that was horizontally rouletted for easier opening. The seal kept the self-mailer from fluttering and jamming the USPS machinery, or fully opening and getting wrinkled while in transit. Either damage might decrease its effectiveness.

OGE still had concerns about damaged and possibly undelivered mailing pieces. Some self-mailers that were returned for address changes or other reasons had the seals broken, or were wrinkled, or both. Toward the end of 1992, we decided to insert the same letter-folded piece in a number ten envelope. At this

point, we also included a printed, bar coded, number 6¼ courtesy reply envelope. We do not know if the number ten envelope improved delivery but it increased our confidence that more pieces would be delivered undamaged.

The response rate using different mailing lists varied from around 3.1 percent to 35 percent. OGE believes that the response rate was related more to the collectors' interest in Old German States' stamps than to the type of mailing piece. This is not an absolute; we have a few subscribers who do not collect these stamps but just find *OGSN* enjoyable.

Now for some response rate examples: OGE purchased a one-time mailing to the APS Old German States mailing list using an unsealed self-mailer. The initial response was 13.5 percent. Later in the year, we purchased a second one-time mailing to the remaining, and any additional, names from the same list. Now though, we used a sealed number ten envelope and enhanced the insert to include the topics published in the two previous *OGSN* issues. The response was 7.1 percent. We were surprised that the second response rate was over 50 percent of the first response rate.

Note that 98 percent of the potential subscribers had received the first mailing but still an additional 7.1 percent decided to subscribe. Some reasons for this might be:

- The additional information that we included about the previously published topics. Here we gave the potential subscriber concrete examples of topics rather than generalizations.
- The changing from self-mailer to number ten envelope. This could have improved delivery by USPS.
- Some potential subscribers may have needed a second mailing to remind or encourage them to subscribe.

We are unsure which of the above had the most effect. Our suspicion is that it was some combination of the first and last.

At the end of last summer, OGE purchased a one-time mailing to the APS Germany mailing list using a sealed letter-folded self-mailer. The response rate was only 4 percent. We suspect that the lower response rate was simply because of a lower match rate between *OGSN* and the collector's interests. We have not yet purchased a second one-time mailing.

OGE should make a note about the APS-lists that might not be widely known. The APS lists are created from new member collecting interests when they return a special card. This can be different from the collecting interests noted in *The American Philatelist* when the collector applies for admission.

For two older issues of the *AP*, OGE did a cross-check between names on the APS Germany list and new applicants who had listed Germany as an interest in the *AP*. For those two issues, only between 20 and 30 percent of those new applicants were included in the Germany list. This percentage will vary with the collecting area and *AP* issue. We have been told that the percentage is much higher for other areas, such as the United States.

Overall, this illustrates there are many more Germany collectors than is shown by only the APS Germany list. The reasons for this could vary from a collector simply never returning the card to only a marginal interest in Germany.

OGE has done multiple direct mailings to different groups of only these collectors. We have had response rates that varied from a low of 3.1 percent to a high of 6.1 percent, any of which are respectable by direct-mail standards. The range is also similar to the 4 percent from the APS Germany list mailing; we doubt that the collectors have only a marginal interest in Germany.

Another surprise was the difference in response between a specific journal's ad and a direct mailing to some subset of that journal's subscribers. The Germany Philatelic Society and the *German Postal Specialist* provide one comparison between

journal and direct mail advertising. OGE ran a classified ad in the want ad section of that journal for three months, from January through March 1992. The ad generated no responses.

In contrast, throughout 1992 OGE did direct mailings to many past and present GPS members. There were a total of 95 responses—62 on a first mailing and 33 on a second mailing. This is beyond the 36 earlier subscribers who belong to a GPS study group, although perhaps not all these are GPS members. Obviously, this shows a significant difference from the ad response.

To add a third dimension, a review of *OGSN* was done in the *German Postal Specialist* in December 1992. Another four responses could be directly attributed to that review.

Analyzing these three different response rates, our conclusions are that:

- The more detailed information about *OGSN* that can be put in front of the collector, the higher the response rate. The classified ad was very limited, the review had more information, while the direct mailing had much more information.
- The easier it is for a collector to subscribe, the higher the response rate. With the classified ad, the reader had to write for information. With the review, the reader had the basic information but still had to write a letter and address an envelope. With direct mail, the potential subscriber had only to fill out a form but still address an envelope. (OGE mailed the majority before use of the courtesy reply envelope.)

Weighing the affect of these, we believe that the first had the greater impact and could more easily convert the potential subscriber.

The *German Postal Specialist* is not alone in this respect. The three-month classified ad in the *AP* generated only 12 queries and five subscribers. Mailings directly to APS members have generated many times that number of subscribers! The difference seems to be more a comparison of journal versus direct mail advertising than of any particular journal.

Finally, a note about "back issues." These appear to be one of the most overlooked areas for philatelic publications. Usually their price is mentioned somewhere in the journal, but a collector really has to work to learn which issues contain topics of interest.

OGE includes a "topic versus issue" list with all subscription information. For us this list serves two purposes: First, it gives the potential subscriber concrete examples of articles that *OGSN* has published and further encourages his subscription, we hope. Second, it sells back issues, further circulating their information and also increasing revenues.

Obviously, *OGSN* has an advantage since it has only one year's worth of back issues. Even as the number grows, we are determined to find a way to make them easily available to new subscribers.

So far in 1993, 50 percent of the new subscribers purchased a complete set of 1992 issues. An additional 14.3 percent purchased between one and three issues out of the four. This shows that 64.3 percent of the new *OGSN* subscribers have an interest in back issues.

In 99 percent of the cases, OGE received the back-issue order with the subscription order. This allowed us to mail the back issues with the previously published issues for that calendar year. This combination reduced both overhead and mailing costs.

These are the results of OGE's first year and a half publishing *OGSN*. We will quickly admit that being very new to publishing, we may be doing a lot wrong, but those are the results. Any comments or suggestions would be greatly appreciated. OGE can be reached at P.O. Box G, Fayville, MA 01745-0002. □

This article was prompted by Gary A. Van Cott's letter in the Second Quarter 1993 Philatelic Communicator. □

Philatelic Writing from the Inner Self — Magic

By Robert W. Everett Jr.

I was fortunate to be living in the 1930s when vaudeville was nearing extinction. In New Orleans we had three large theaters that featured vaudeville shows after the movies. The act that always attracted my attention was the magician.

When we watched magicians on stage, we always felt we were seeing the whole trick. But at some point in each trick the magician hid from us the real secret. It is the hidden maneuver that gives the audience a reaction of wonder.

Magic is not confined to magicians. As writers, we all perform a bit of magic in our philatelic writing.

The idea for this article came to me out of nowhere as I got ready for bed. Somehow the word "magic" popped into my mind. Next I had the idea to link magic with writing. To me that is real magic.

For years I have been fascinated by the process of creativity. Many times I have tried to trace the origin of an idea for a story or article. Rarely can I understand how the ideas popped into my mind. I'm sure other writers have had this same mental question.

Here is the magic I see in writing: First comes an idea, which I scribble on a piece of paper. The idea may develop quickly or take days to mature. Then I turn to my twenty-year-old typewriter. I've found it more productive than my word processor, which I use for the final draft. If I'm lucky, the words flow from my mind to the paper.

Thoughts control the typewriter and the keys print the ideas clearly in black. It's magical how we move abstract ideas from our minds to the paper.

We take our readers on magical trips to faraway places. These are places our readers will probably never visit. We write about stamps from fascinating places such as Easter Island, Pitcairn Island, Ascension Island, and thousands of other exotic areas.

As writers, we do much more for our readers. We advise them about new stamp issues. We produce articles on various technical aspects of stamps and collecting. We write specialized articles on stamps from various countries of the world.

We delight in showing our readers printing errors and stir in them a desire to find similar errors for their collections. *You* are the most important asset of every philatelic publication. Without you there would be no transmission of ideas to the millions of stamp collectors around the world.

Another area of philatelic writing I find fascinating, and one that can stir the emotions of readers, involves nostalgic philatelic writing. Maybe it is a piece about a first stamp album, or those treasure chests of the 1930s with several thousand stamps to be mounted in albums.

From our memories we draw upon life experiences that have affected us, and pass them on to our readers.

If you want a truly inner-self experience, try writing your autobiography. My father wrote his autobiography, which dated back to the late 1800s, in longhand.

When I retired from paleontological work in 1985, I decided to write my autobiography. It was a dual-purpose project. I wanted to see where I had been and what I had accomplished for sixty-four years. I wanted to pass this on to my daughter as my father had done for me.

Working several hours a day, it took a year to complete my autobiography. Fortunately, I had my letters to my parents from the war years, and early journals, to jog my memory. As my memory now dims with years, I turn to my autobiography to relive various segments of my life. Every writer should consider this truly magical trip.

I'm sure you will agree that writing is often a very lonely pursuit. You send your words and ideas out to a worldwide audience not knowing what effect they will have on your readers. But then there is that unexpected letter from a reader thanking you for your article and possibly asking for more information.

As writers, we sometimes move into a blank period known as "writer's block." It is a very frustrating experience. Maybe it is the mind's way of telling us to give writing a rest and allow our brain cells to regroup. Fortunately, various experiences gradually lead us out of the valley-of-death-nonwriting and in many cases move us to an even higher level of expression.

Another agonizing aspect of writing is the time between submission of an article and its publication. We wait for an editor, and we wait for the mail to bring us our latest creations. When they finally arrive, we experience the thrill of seeing ideas from our minds printed in bold black letters. This is truly the magical time for every writer.

Since I had been a lover of magic for so many years I decided to write a short philatelic story about a magician. The story was titled "The Magic Red Trunk" and was published in the June 23, 1990, issue of *Stamps*. The story involves a New Orleans stamp dealer called by a magician's widow to appraise old letters in a trunk.

The widow sends the dealer up to the attic alone. He sees an array of items used in the magician's vaudeville act. He opens the magic red trunk and sees letters dating back to the Civil War. He knows they will bring a big price at auction.

He closes the trunk and sits on it to rest and cool off. Then he opens it a second time and all the letters have vanished. The widow advises him that her husband took the secret of the trunk to his grave.

After her death the stamp dealer receives a legal document from the widow. She gives him instructions about opening the trunk, selling the letters at auction, locking the trunk, and shipping it to a magician's museum. The secret of the trunk was never known. But it delighted lovers of magic, especially when they heard the story of the stamp dealer and his unusual adventure with the magic red trunk.

Perhaps creativity, imagination, and those ideas that jump into our minds will never be fully understood. Like the magic red trunk that holds its secret, our minds may do a similar thing. But this in no way lessens the beauty and thrill of grasping and developing a new story or article idea. We are, after all, magicians of philatelic writing. □

Wanted: A Capital P Philatelist

By Jeanne H. Zonay

A favorite pastime of mine is perusing letters sent to the editors of various periodicals. I'm often amused by what stimulates people to write.

Some seem to ramble on and on about an opinion, be it good or bad. Some appear to be disgruntled about a minor, minuscule thing, almost to the point that the editor's column becomes their punching bag of sorts. Often, it's obvious that something strikes a chord within, signaling one's sentiment or one's nostalgia enough that they must be recognized and heard.

Whatever the reasons why people write to editors may be, I almost always find their letters amusing and interesting. Reading the editor's column sometimes can be educational, too. I've wondered how editors go about selecting from the many letters they receive daily those that are published for their general reading audience to read.

Even though I'm entertained by the humor and by the indignation of some writers, I have never had any deep-seated desire to

take pen in hand and voice my opinion as such, on paper. That is, until recently. Now, like those editorial letters I've scrutinized for so many years, I have sound reason to be heard.

Have you noticed how some stamp collectors seem to go full circle, wanting to try everything at least once? These are what I call genuine philatelists, with a capital P. Every club wishes it had oodles of this type collector. But everywhere you go, there is usually just a handful of functional, willing members who responsibly carry more than their weight of the load in running an interesting, progressive stamp club.

Some stamp collectors find challenges speaking to groups; others begin to write about our hobby; and still others do absolutely nothing. There's no rhyme or reason, no panacea for creating things differently, that I've been able to determine. Each individual appears to find his or her niche or comfort zone sooner or later, while enjoying our wonderful hobby of stamp collecting.

Exhibiting a few of my philatelic treasures in competitions at various stamp shows has proved to be a most worthy challenge for me in the past. Some of my exhibits have been redone, many frames worth, then done again and again, in hope of eventually grasping the gold. There have been numerous frustrations on my part, discouragements as well, listening to judges' critiques, while never quite attaining the glistening gold at a big show.

After my crushed ego finally dies down a bit, I'm back out there plugging away again, competing, contending once more with high hopes of soaring. Many plaques, paper weights of varying sizes, and trophies garnered at stamp shows are majestically displayed with pride just the same, although few glitter as gold. Heaven only knows how I'd show off with the real McCoy, should it ever come my way.

But there's not much chance of me getting a gold now, because I've turned into "sour cherries" when it comes to sending my valued, prized exhibits to uncaring exhibit committees, who really don't give a hoot about all the efforts I put forth. Nor do they care about the time that has been spent meticulously trying for perfection, not to mention the dollar amount spent.

On one occasion, after waiting more than two weeks for my exhibit to be returned, I had to make several long distance calls before getting to the root of who knew what about what had happened to my exhibit, why I had not received the exhibit promptly. I came to find out that a trustworthy person found that exhibit in a dealer's safe with a group of other exhibits destined to be hand-carried to some distant town. Those were not my instructions.

While the dealer never realized my exhibit was among those he had agreed to safe-keep, he cordially went out of his way to see that my exhibit was safely returned. All this took weeks, and it caused me much anxiety. The value I placed on that exhibit rose well over 100 percent.

After I had displayed displeasure rather mildly, the club's president apologized. However, the exhibit chairman who was responsible for this whole blunder never bothered returning any of my many phone calls. Three years later, I see that this same person is still billed as the exhibit chairman of that club's yearly show.

A similar instance that caused me extreme panic because an exhibit wasn't returned in a timely manner, again necessitating several long distance phone calls, was not quite so bizarre. The alibi given then was that a particular club official had not yet signed the awards. That person even had the audacity to show unhappiness with my concern regarding the whereabouts of my own exhibit.

Sometimes it's difficult to be congenial under these circumstances. Yet, Lord knows how hard I try.

Another distasteful experience occurred when six long weeks

passed by without having an exhibit returned. Not knowing what to do but silently fret, I hoped by some luck the exhibit would soon arrive. This was not the fault of the United States Postal Service. The excuse: all the awards had been stolen from the hotel where the show was held. Since they had no awards to send, no one at that club hurried to return my exhibit. Perhaps, I imagined, they were causing all the exhibitors this same grief.

Each year, year after year, exhibit chairmen plead for worthy exhibitors to participate. They respond to these problems by saying, "From each negative situation, it's possible to have a positive result."

It is not always possible to accompany one's prized possession to see that the handling of that exhibit is in the best, responsible, qualified hands. What is the answer?

This is a dire situation, which needs to be dealt with by the mass of exhibitors. I am at a loss to offer any suggestions, other than to stop exhibiting, just as I have done.

The stamp collector who does come up with a positive, equitable solution to this dilemma of safe and sound exhibiting will suddenly become that genuine philatelist with a capital P. □

Letters

From Henry W. Beecher: I am amazed that professional journalist Stephen G. Esrati apparently does not have access to a good dictionary. He says (Fourth Quarter 1990 PC, page 90), "No one I know, and no book I have consulted, has ever been able to tell me what 'toleware' is."

My Random House unabridged has "Toleware: articles made of tole." Then, "Tole: enameled or lacquered metalware, usually with gilt decoration, often used, esp. in the 18th century, for trays, lampshades, etc. [*<F 16le* sheet of iron, plate, dial. var. of *table* TABLE]."

I should think other major dictionaries would have similar entries. The word is not in my everyday vocabulary, but I am sure that when the stamps appeared I had no doubt about the nature of the artifacts. Perhaps the philatelic press release explained it.

There is a simple answer to Charles J. Peterson's question, "When is a Periodical Not a Periodical?" (*ibid.*) Use some of the criteria of the postal service for eligibility for second-class rates:

- 1) the publication is issued at regular stated periods (for USPS, at least as frequently as quarterly);
- 2) the issues are numbered (for either volume and issue, or just issue); and
- 3) it is sent to a list of paying subscribers (which could be modified for philatelic publications to include members of a club or society).

Incidentally, some books that are part of a series, but not necessarily issued at regular intervals, bear both ISSN and ISBN numbers. □

Editor's note: No, Henry Beecher has not written to us from beyond the grave, much as such postal history would have fascinated him. I never saw this three-year-old letter until I unpacked my personal effects during my move to State College, but it certainly deserved publication. □

From Stephen G. Esrati: The paranoia at the Postal Service is making it nearly impossible for me to function as a stamp journalist.

Not only will the "product publicity specialists" (formerly public information officers) in the Corporate Relations Department (formerly the Communications Office) not give me correct answers to valid philatelic questions, they have now muzzled the spokespeople for the printers.

To their credit, spokespeople at the Bureau of Engraving and Printing have told me they will not obey the gag order not to reveal information to journalists "because we're a federal agency, too, and they can't tell us whom we can talk to."

But the private sector printers have been muzzled. Getting data from them is impossible. They say they are ordered to refer all questions to the Postal Service.

Meanwhile, I have had to obtain stamp paper specifications under the Freedom of Information Act. Michael Spates, manager of Stamp Acquisition and Distribution, sent them with the explanation that "neither set . . . is considered confidential information by the Postal Service." Spates apologized for a three-month run-around I got in trying to obtain the specs.

I then sent in a second FOI request for plate-activity data that has been barred to the press by James Tolbert, manager of stamp management. The

request went out April 5. A month later, I checked. It had not been acted on and Tolbert's office told the Office of Legal Counsel that it knew of no such request. I resubmitted it in May, hoping for data in my July issue, which went to the printer June 15. The data did not arrive.

Meanwhile, I have three other requests pending, which I will submit after the plate-activity request is completed. The last plate data from BEP was for November 1991. Tolbert specifically forbade my trying to obtain the data directly from the printers.

The questions I have pending are not earth-shattering, but they are of importance to my readers. I believe that the gag order imposed by the product publicity specialists is a restriction of my First Amendment rights as well as the First Amendment rights of my readers. □

From Ernst M. Cohn: Here is a suggestion for an occasional column in the *PC*—*Unintended (Philatelic) Humor*.

This is not philatelic, picked up in a book list I got today: "Having died unexpectedly in January 1970, this 1964 work is the last example . . ." As far as I am aware, this is the first recorded death of a six-year-old book. Sad.

This is philatelic, and comes from an internationally known philatelic business, which used it in one of its publications: "There is no firm with our credentials, history or ability to provide services you deserve." If they are that frank about themselves, why should I even consider using their services"? □

From (Name Withheld By Request): Congratulations on completing *PC* number 100!

Some constructive commentary seems timely.

From the Second Quarter *PC*, page 334: "As philatelic Writers, articles . . ." Page 35: As writers, I think . . ."

Don't you edit for poor grammar?

Page 38: "... personal opinions regarding individuals and their actions have no place in the philatelic literature . . ." Nonsense, of course. What about obituaries, "flowers for the living," etc.? It's all a question of good (or bad) taste, of course, and how we all express ourselves.

I am still collecting *The Philatelic Communicator*, at least until I get up to number 200, so don't give up! □

From Herman Herst Jr.: Someone wondered how many half-cent postage due stamps got into philatelic hands.

The greatest use of postage dues is not the one or two stamps on an individual letter, but the ones used to pay very large postage due bills. That is why the \$5 due exists in complete used sheets of 100. Each used sheet is a receipt for \$500 paid in postage due.

For many years the bidsheets in my auctions were returned by business reply mail. I averaged 600 or 700 bidsheets for each sale at a cost in postage of about 15 cents per bidsheet—\$75 or more per sale. I asked the post office to order half-cent postage due stamps. When I paid, my receipt was that amount in face value, full sheets, canceled with a roller.

By 1965 or so the accumulation of those sheets took up too much room. I do not know how many I had, but when I mentioned them at an ASDA show, the wholesale firm of Held Brothers of Long Island expressed interest. They drove to Shrub Oak and took the entire stock. I'm sure no one else had as many.

When they were discontinued, I regretted that I had not removed the used plate number blocks. I also regretted that I told the post office to cancel the sheet. Many business houses would tell the post office to give the dues in mint sheets. It made no difference to the post office, although it was against regulations.

That is how the largest accumulation of half-cent postage dues got to the market. I'm sure the boom in price, especially for plate blocks, helped Held. □

From Robert W. Dickgiesser: Rarely do I write a letter to the editor, so this is an exception to my *modus operandi*.

I'd like to address my remarks to Bob Rawlins *re* his analysis of awards in his article "Philatex '92 Revisited" in the Second Quarter 1993 *Philatelic Communicator*.

I enjoyed the statistical approach to the awards levels. For a long time I'd thought that periodicals and journals received lesser awards than monographs and especially books. I never took the time to perform the analysis he did. I have no argument with his analysis, but would like to address his conclusions and pique at the supposed anti-journal bias.

I assume from his conclusions that he is a journal editor and not an author of a book. I have written two philatelic books in addition to having been a journal editor for eleven years, the publisher of another for a year, and am currently editing a major catalog. I have entered all of the above

(with obvious exception of the catalog) in competition at the national and international levels. I have awards at all levels, all apparently commensurate with the quality of the submittal.

Yes, my journal entries did not fare as well as my books. Is this unfair? You claim yes, but I do not agree. I feel that judges grant awards based on numerous factors including effort. If the quality of the work, significance of topic, and competence of research are the same for a journal and book, would it seem logical that the book, requiring more effort, should receive a higher award? I feel it should, as did the judge mentioned in the article.

I agree that the journal is the life-blood of a society and is therefore very important if not critical. One also is aware that in writing for a journal, it is often incumbent on the author to refer at length to reference books. The reality is that both are needed, but both serve different purposes. If they are to be judged by the same criteria, then the average book should get a higher award than the average journal. I think most of us rationalize our awards, "That's not bad for a new exhibit," or "Pretty high award for a journal/catalog, etc."

As long as books and journals compete in the same arena, we should expect a two-tiered award system. The only solution I see is separate competitions, a solution that may not be as viable as it seems.

Thank you for proving what we've all suspected, and what most of us have learned to accept. □

From Ken Lawrence: A monograph by Michael D. Dixon titled *American Philatelic Society World Series of Philately Events: An Analysis of Open Competition Awards 1988-1992* shows that for philatelic exhibits, gold is the most common award. His tally of 6,096 exhibits over the five-year study period yielded this result:

Award	Number	Percentage
Gold	1,684	27.62
Vermeil	1,624	26.64
Silver	1,489	24.43
Silver-Bronze	732	12.01
Bronze	473	7.76
Certificate	94	1.54

These results do not distribute as a bell-shaped curve. In comparing them to Bob Rawlins's Second Quarter 1993 study of *Philatex* literature awards, it is interesting to ponder why the percentage of gold and vermeil medals is so much smaller for literature than for philatelic exhibits, quite apart from the question of journals versus books.

Is literature really so different, lower in overall quality, or are the judging standards applied differently?

On a different subject, I do not agree with Barbara L. Anderson's letter in the last *PC*. "Cute" or self-flattering writers may submit whatever they like for publication. The responsibility for its appearance in print without appropriate rewriting is the editor's. It's unfortunate she didn't name the publication, because many readers will draw an incorrect conclusion as to the offender.

For that reason, I normally would not have published the letter. In this instance, I wanted the opportunity to present two sides of the issue of editorial responsibility. □

Reviews

►► Manual (From page 49.)

how the size has been reduced in the cover letter from John R. Wargo, Manager of Marketing and Sales for the USPS, which accompanies the new edition.

However, in the introductory section there is a cover letter from Marvin Runyon that explains that the new DMM "... is less redundant and has half the words of the old DMM. And, it is easier to read, with bigger type, a better design, and higher-quality paper." The type size is indeed larger, and I'll take his word that the word count has gone down.

How user-friendly is the new version? One reason for issuing the manual in sections is that the user can arrange the sections in a binder so they will be the most useful to him or her. The sections are:

I Introduction (index, Table of Contents, use guidelines).

- G General information (legal provisions, postal zones, philatelic programs).
- R Rates and Fees.
- P Postage and payment methods (stamps, meters, permit imprints).
- E Eligibility (rate qualification and basic classes).
- A Addressing (formats, labels, lists).
- C Characteristics and Content (mailability standards, automation).
- M Mail preparation and sortation* (packages, sacks, trays).
- L Labeling lists.
- D Deposit, collection, delivery (caller service, pickup service, drop shipments, post office boxes).
- F Forwarding and related services (address correction/change).
- S Special services (claims, security, handling).

Normally you would expect to find an index at the end of a book, but in this case it is buried in Section I beginning on page 43. Since one of my interests is First Day Covers (which is indexed in the old DMM), I looked but found no such listing. So I turned to "philately" and found an entry for "Philatelic cover servicers and dealers (see Cover servicers and dealers)". I turned to the C's and guess what? No such entry appears in the index.

The other philatelic entries in the index refer to Section G where I was surprised to find only two pages on "Philatelic Services". The reader is then referred to the *Postal Operations Manual* or the "Transition Book" (I found no definition of the latter). What a great marketing ploy! Collectors now need to buy another publication in order to find what used to be in the DMM, such as information on philatelic products, mail order sales, philatelic cancellations, handback services, first day of issue, and temporary philatelic stations.

John Wargo's cover letter with the new edition tells us that the subscription price will probably be increased, but hasn't yet been established. The new Issue 46 was sent to all current subscribers, and they will be notified of the new rates by the USPS directly. Perhaps for the business mailer the new version of the *Domestic Mail Manual* is an improvement, but for philatelists it is definitely a step backward. □

* This word is not listed in *Webster's Ninth New Collegiate Dictionary*, published in 1988 by Merriam-Webster, but is listed in the *Oxford English Dictionary*, Oxford University Press, 1971. Even the spell-checking feature of *WordPerfect 5.1* questions this word. □

An Exhibit Does Not Equal A Monograph

by Charles J. Peterson

Redirected Mail: The Redirecting System of the U.S. Post Office for First Class Mail, 1799-Present by Anthony S. Wawrukiewicz. Offset, 8½ by 11 inches, stiff cover, saddle stitched, v+81 pages, copiously illustrated. Published 1993 by La Posta Publications, Lake Oswego, Oregon, as Volume 9 in the La Posta Monograph Series. No ISBN or LC number. \$16 from the publisher, Box 135, Lake Oswego, OR 97034.

This postal history study grew out of the author's gold medal exhibit of (first class) redirected mail—that mail which is forwarded when the addressee is no longer at the original address, or which is intentionally sent to an agent who in turn forwards the mail to an addressee's changing address, or which is misaddressed and is subsequently sent on to its correct destination.

The subject is a complex one, and the author has followed its

varying chronological stages, relying on changes in applicable postal rates for his organizing scheme. He documents the changing requirements authorizing redirection, and deals with such circumstances as free franks, military mail, foreign origins and destinations, dead letters, special delivery service, etc. He also addresses the introduction and use of redirection handstamps and labels. Two appendixes provide charts on multi-city redirection handstamps and those unique to individual cities.

The text is accompanied by 135 illustrations, which provide concrete examples of particular rates, usages and markings. [More accurately: The 135 illustrations are accompanied by text.] A short but useful index to the illustrations provides a guide to various special interest categories (e.g., air mail, Civil War related, fictitious, registered, territorial, way mail). There's also a short bibliography (that appears to miss many useful references).

The book is decidedly of use to U.S. postal history collectors, and the price certainly is attractive. I can recommend it as an addition to the postal historian's library. However, I also find much that is unsatisfactory and/or disappointing—some, but not all, stemming from the basic differences between exhibits and monographs.

Exhibits involve selected examples of philatelic material that are organized and displayed to tell a story in outline form. The emphasis is on graphic presentation. Compression is essential, text is minimized.

Monographs and similar printed studies use text to explain the subject. Photos, charts, and tables may supplement the text but do not dominate it.

The book under consideration hasn't quite made the transition from exhibit to monograph. The narrative is primarily an expanded write-up of individual exhibit pieces. Many aspects are touched on briefly but not explored in sufficient depth (such as the varying DLO procedures with respect to redirection, redirecting of military mail and the relationship of the USPOD to military mail services, use of and authority for "change of official address" procedures).

Some aspects appear oversimplified to the point of possible misunderstanding, such as "fictitious" markings and the role of the U.S. Naval Lyceum versus that of other forwarders. This will be a disappointment to those who may be expecting more scholarly and comprehensive treatment.

In addition, the illustrations are surprisingly poor for a book that is based on an exhibit. Many figures are excessively (and unevenly) dark; the result is not only downright ugly, it's difficult to impossible to read some of the postal markings that have been obscured by inadequate reproduction.

Finally, the typography, layout and proof-reading need improvement. The ruled, two-column, close-set text—with strong use of bold face and with heavy internal section titles—does not appeal to the eyes. (La Posta publications usually are better edited and produced than this one!)

This is a good start; I'm delighted to have a copy of Mr. Wawrukiewicz's exhibit (somewhat amplified) at such a reasonable price. It's got a long way to go, however, before it really makes the grade as a monograph. I hope the author takes the time and trouble to get it there. □

Michel for Writers

By Stephen G. Esrati

Michel Deutschland Spezial-Katalog 1993. Schwaneberger Verlag, Munich. 1,509 plus unnumbered advertising pages. Includes 12-page pamphlet *The Michel Stamp Catalogue: An Introduction for English-speaking readers* by Martyn Yeo,

Second Edition, 1992. ISBN 3-87858-125-4. 6 by 7 3/4 inches, soft cover. \$69.50.

Michel Ganzsachen-Katalog Deutschland 1993. Schwaneberger Verlag, Munich. 424 pages plus translucent template and ruler. ISBN 3-87858-624-8. 6 by 7 3/4 inches, soft cover. \$49.50. Both are available from Lighthouse Publications, P.O. Box 705, Hackensack, NJ 07602-0705.

When I was asked to review the 1993 *Michel Germany Specialized Catalog* for *The Philatelic Communicator* the instructions were to do so from the perspective of its usefulness in writing.

So, before I begin, let me quickly say that the *ne plus ultra* of stamp catalogs for stamp writers is still the original series of Minkus catalogs, edited by the late Col. George Tlamsa. For each and every stamp, Tlamsa provided most of the historical and artistic details needed to understand that stamp.

After Tlamsa retired, the texts became foggier, like this one on Robert Kennedy: "The Robert F. Kennedy Issue paid tribute to the late Senator who was one of America's outstanding political figures in recent times." The entry lacks birth and death dates, and all the material I have italicized is just stuffing, leaving only one fact: Kennedy was a senator. And, obviously, all stamps "pay tribute" or "honor" the subject. More stuffing!

The following is the Tlamsa text for the German Democratic Republic's 1955 stamp showing Georgius Agricola: "Georgius Agricola (Latinized name of George [sic] Bauer, 1494-1555), scholar, physician in mining town, made scientific contributions in medicine, mathematics, theology, history & mining, known as father of mineralogy."

The new Michel (which calls itself the 1993 catalog because that is the year of issue, unlike the false dating of Scott) gives the following: "Georgius Agricola (really Georg Bauer) (1494-1555), mineralogist and physician, founder of science of modern mining."

The 1993 Scott (that's last year's edition) says: "400th anniv. of the death of Georgius Agricola, mineralogist and scholar."

Admittedly, no catalog can help the philatelic writer to identify the subject of every stamp, something that is actually most difficult at the time the stamp is announced by a postal administration, long before it can be catalogued.

My greatest problem with a U.S. stamp was with the 1980 airmail issue for Philip Mazzei, a person I could find in no standard work in the vast library of the *Cleveland Plain Dealer*. A librarian finally found him in *The Dictionary of American Biography*, and he turned out to be anything but a "Patriot Remembered," as the stamp proclaimed him.

So let's see how I have fared with recent ideas for stamp columns as I looked them up in the Michel.

My technique in writing is to get an idea from the news and then to tie it to a stamp, if I can find one.

Idea: Berlin Senate sets standards for Communist monuments that can be kept and those that must be removed. One that must go is the monument showing Ernst Thaelmann, the perennial Communist presidential candidate, because it portrayed him in a victorious pose, with arm raised. The Senate said, "Thaelmann was never victorious. The monument is propagandistic."

The hunt: I began leafing through the 1992 Michel and found a 1960 German Democratic Republic stamp showing a statue of Thaelmann, his arm raised to shoulder height. Could that be what the Senate meant? That's hardly "victorious." So I tried to confirm it by looking for the location of the monument. Michel does not say.

Result: The column was not written.

Idea: For the millennium of Potsdam, the German Federal Republic issued an 80-pfennig stamp on June 17, 1993. The stamp shows a painting by von Arnim with the Church of St. Nicholas at its center.

The news handout by the Bundespost states: The Garrison Church and the "Stadtschloß" (palace in the city) were blown up and cleared away [by the East German Communist regime].

The hunt: I actually stayed in Potsdam last year and was preparing for the millennium stamp. Our hotel room (in what the Michel identifies on a 1969 stamp as the Interhotel, but which is now owned by a French company) overlooked St. Nicholas. But all the guide books in Potsdam identified it as the "former Garrison Church" of Frederick the Great. Try as I might, I could find no American references to the destruction of the Garrison Church or any indication that St. Nicholas and the Garrison Church were one and the same. I even looked in the CIA's country guide to East Germany. Every reference in Michel refers to the church as St. Nicholas.

Result: No column.

The Michel has a fabulous index. You can find almost everything in it. But when I was doing the hunting on St. Nicholas, I looked under Potsdam, and the 1969 stamp was not listed.

Let's take a different tack, away from the topical to the purely philatelic. Here, Michel is the finest catalog in the world. For any one stamp with more than one characteristic (gum texture, tagging, watermark, paper, perforation, etc.) it presents tables. Unlike Scott, which lumps all of the Great Americans into one big entry without concern for their philatelic details and even manages to get the perforations all wrong, Michel breaks everything down to the nth degree. In most instances, it prices every entry.

[It might be of interest that Dick Sine, the new editor of the Minkus, asked me for input on the Great Americans. I sent him a Michel-like table, but asked payment. Sine said Minkus could not pay.]

The 1993 *Michel Postal Stationery Catalog Germany*, like the *Germany Specialized*, includes all colonies, offices abroad, occupations, fieldpost.

One of the most useful sections of the stationery catalog is a conversion table for Austrian and German postal rates to allow the determination of correct usages after the Anschluss (annexation of Austria) of 1938.

The most complex area of German stationery is the use of Third Reich stationery after V-E Day. Thousands of varieties of overprints exist. Again, all this is made much easier through tables and charts. But one word of warning must be issued for both Michel catalogs. Despite an insert that renders most philatelic terms into English, the writer who cannot read German should not even bother with a Michel. It is simply too complex.

And an afterthought: One of the things that drives me crazy is anachronism. I don't mind a stamp showing the memorial at Stalingrad being described as the memorial at Volgograd if the stamp came out while the town was called Volgograd. But I resent Michel's use on a German Democratic Republic Paul Robeson stamp of the term "African-American," when, at the time of issue, that term was not used.

This is the sort of thing that leads to "Vilnius" for Vilna, the way all encyclopedias spell the city. And here Michel carefully does what the *Associated Press Stylebook* did not do: It kept "Wilna" in German while describing the "Vilnius" overprints of the U.S.S.R. □

The Catalog Parade

By Ken Lawrence

Scott 1994 Standard Postage Stamp Catalogue. Volume 1, including the United States, United Nations, Canada, Great Britain, and the British Commonwealth. 56A plus 1,263 plus unnumbered advertising pages. ISBN 0-894877-190-0. Volume 2, including Countries of the World A-C. 48A plus 927 plus unnumbered advertising pages. ISBN 0-89487-191-9. Volume 3, including Countries of the World D-I. 46A plus 943 plus unnumbered advertising pages. ISBN 0-89487-192-7. 8¼ by 10¼ inches, soft cover. \$32 per volume postpaid from Scott Publishing Co., 911 Vandemark Road, Sidney, OH 45365.

Linn's U.S. Stamp Yearbook 1992 by George Amick. 416 pages, 6 by 9 inches, soft cover. ISBN 0-940403-53-6. \$18 postpaid. *Linn's Stamp Identifier* edited by Donna O'Keefe. x plus 130 plus unnumbered advertising pages, 6 by 9 inches, soft cover. 1993. ISBN 0-940403-54-4. \$9.95 postpaid. Both are available from Linn's Stamp News, P.O. Box 29, Sidney, OH 45365.

American Stampless Cover Catalog edited by David G. Phillips and others. Volume 1, Fourth edition, 1985. 396 plus unnumbered prefatory pages. Volume 2, Fourth Edition, 1987. 306 plus unnumbered prefatory pages. Volume 3, Fourth Edition, 1993. xvi plus 336 pages. ISBN 1-877998-10-9. All are 7 by 10 inches, available hardbound or in soft covers from David G. Phillips Publishing Co., Inc., P.O. Box 611388, North Miami, FL 33261-1388. Price of the new Volume 3 is \$40 soft or \$50 hardbound, postpaid.

United States Doanes: A Catalog of Doane Cancellations Used in United States Post Offices edited by Richard W. Helbock. Raven Press, 1993. vi plus 224 pages, 8¼ by 10¼ inches, soft cover. \$27.50 postpaid from La Posta Publications, P.O. Box 135, Lake Oswego, OR 97034.

Michel Briefmarken-Katalog Deutschland 1993/4. 681 plus unnumbered advertising pages. ISBN 3-87858-022-3. \$29.50. *Michel Europa-Katalog Ost 1993/4*. 1,689 plus unnumbered advertising pages. ISBN 3-87858-277-3. \$59.50. *Michel Großbritannien-Spezial-Katalog 1993/4 mit Guernsey, Insel Man, und Jersey*. 648 pages. ISBN 3-87858-337-0. \$49.50. *Michel Afrika 1993 Übersee Band 3. A-L and M-Z*. 2,709 plus unnumbered advertising pages plus foldout map. \$119.50. Schwaneberger Verlag, Munich. 6 by 7¼ inches, soft cover. Available from Lighthouse Publications, P.O. Box 705, Hackensack, NJ 07602-0705.

DNK Deutschland Briefmarken-Katalog 1993 mit Europa-CEPT. Leuchtturm Albenverlag GmbH. ISBN 3-920548-01-9. 789 plus unnumbered advertising pages, 4½ by 6¼ inches, soft cover. \$14.50 from Lighthouse Publications, P.O. Box 705, Hackensack, NJ 07602-0705.

Sakura Catalog of Japanese Stamps 1994. 251 pages. ISBN 4-88963-492-4. 5¾ by 8¼ inches, soft cover. ¥ 600 plus postage from Japan Philatelic Society Foundation, Box 1, Shinjuku, Tokyo, Japan.

Introductory Handbook of Ukrainian Philately edited by Inert Kuzych. 1993. (A special edition, Volume 40, Number 1/2, Whole Number 63/64, of *Ukrainian Philatelist*.) viii plus 116 plus unnumbered advertising pages, 8¼ by 10¼ inches, soft cover. \$10 postpaid in the U.S. from Ukrainian Philatelic and Numismatic Society, P.O. Box 11184, Chicago, IL 60611-0184.

If you can't lick them, list them!

That seems to be the main message from the editors of the Scott catalogs for the 1994 edition, which for the first time prices

many stamps in both hinged and never hinged condition, as the Michel catalogs have done for many years.

The new Scott policy should put an end to much of the stamp market mischief perpetrated by sharp operators who have promoted "arbitrage" based on disparities between Scott and Michel values. It will also help collectors who rely on Scott values as the basis of trades, and buyers and sellers who use the APS Sales Division.

The supplies of 1988 Scott catalogs stockpiled by certain dealers and auction houses may not seem so useful in the wake of this new editorial policy, but I doubt it will have a significant effect on writers—except those who love to slag Scott. They'll have one less item to complain about.

I agree with the Scott editors that the new type font is more reader-friendly, especially for a book that uses so much fine print. I'm happy to see that they finally acknowledged the necessity of wholesale renumbering stamps for countries not fully listed in the past. It is those new listings that will continue to be of central importance to writers—not just Bhutan or Paraguay, but such venerable and rare stamps as the New Zealand Antarctic stamps now included for the first time, Victoria Land and King Edward VII Land, after long years of pleading by polar philatelists.

Scott is dividing the 1994 standard catalog into five volumes. It was a single volume from its 19th century origin until 1942, and two volumes from 1943 through 1971. The three-volume set lasted only from 1972 until 1976, but we've grown accustomed to the four-volume breakdown since 1977. It will be interesting to see how long Volume I can keep its current Anglophilic collection of countries; it's now significantly bigger than the others.

One nice touch to Scott's news release was especially welcome: "In Ivory Coast, two sets of metal foil stamps have been added. In addition, 21 stamps from the 1970s and 1980s with topical themes, such as insects and flowers, have joined the listings. These stamps, unlike many African topical stamps, were actually used for postage. The editors have seen only the 21 stamps listed, and seek to confirm the existence of more stamps that are believed to have been issued."

The 1992 Linn's yearbook is probably the most important yet, because official information from the Postal Service has been so sparse. Somehow George Amick has done the impossible, scouting out much information that none of us could elicit from our sources during the course of last year.

At the same time, the other aspect of the book as an ongoing reference project is steadily improving. This is most notable in the annual updates to definitive stamp series that have their own specialized followings, such as the Transportation coils and Great Americans sheet stamps.

Meanwhile, the new *Linn's Stamp Identifier* is the best of its genre I've seen, and I've used quite a collection of them since I began collecting. Not only is it better organized than others, leading the user through a logical series of steps; it also beats its competition in two other essentials. First, it's up-to-date; most stamp identifiers are obsolete before they're published. Second, and most important, the non-Roman alphabets and illustrations are crisp and clear. Every stamp writer needs this book.

The *American Stampless Cover Catalog* is another ongoing project. Each volume has its own focus, but each later volume also corrects and updates its predecessors. Volume 1 listed and priced more than 35,000 handstamped and manuscript postal markings. Volume 2 listed official, semi-official, and private markings found on stampless covers; 18th and 19th century military posts; and free franks.

The new arrival is Volume 3. Entirely new to this book is

Robert Dalton Harris's compilation of stampless telegraph covers, using almost half of the pages, followed by the second edition of Benjamin Wishnietsky's stampless Confederate cover list. A third section brings together all Colonial Era postal markings for the first time; a fourth covers the Mexican War; and a fifth lists auxiliary markings of the stampless period.

Fifty pages of additions and corrections to the earlier volumes show how much pre-adhesive material has been discovered in just the past eight years.

The new volume has the same inconsistent typography of its predecessors, and the quality and scope of the illustrations changes from one section to the next, but the publishing aspects of this volume, the only one with an ISBN, are greatly improved. Two indexes are added, one that covers all three volumes comprehensively, another for just the free franks of volume 2. A bookmark calls attention to the new soft cover binding method that prevents the spine from cracking or pages coming loose. An essential reference has been significantly enhanced.

If Bill Helbock and his state editors manage as much in later editions of *United States Doanes* as Dave Phillips has done to improve the stampless catalogs, the future of philatelic publication is bright. A novel aspect of this new catalog is the compilers' cocky estimates of how many Doane cancels they haven't yet discovered for each state, yet their existing knowledge includes 15,000 arranged alphabetically by territory and state. A topical cross reference is a bonus that writers especially will appreciate.

Because this is a work in progress (I've already sent the various state editors evidence of several Doane cancels they missed), only 600 copies were printed, and 300 were sold before publication.

Helbock's greatest editorial talent seems to be as organizer, successfully coordinating dozens of contributors and integrating their work so that states whose material is almost unknown, such as Georgia and Kentucky, are presented harmoniously with thoroughly studied states, such as Maine and Nevada. One surprise is how many Doane cancels from our most populous states haven't yet been found.

As always, the Michel catalogs from Germany set standards that other publishers haven't yet met. I disagree with one of Steve Esrati's comments above: I don't read German, but I find the Michel books easy to use. The Africa volumes list most of the stamps that Scott is now struggling to document, making it an important reference for topical writing.

Michel's Great Britain specialized is not as comprehensive as the complete Stanley Gibbons, naturally, but it is a lot handier. To study booklets of the United Kingdom, for example, Gibbons users must search through several volumes. Michel has them all in one book. (Not being specialized, Scott lists none of the booklets and only some of the booklet panes.)

Choosing between the DNK and Michel basic Germany color catalogs is largely a matter of personal preference. DNK uses the Michel numbering system under a licensing arrangement. The DNK fits into a pocket; Michel doesn't. But users of other Michel catalogs may prefer the compatibility of this with the more specialized volumes.

Michel is ahead of Scott in listing the new countries of Eastern Europe. Michel already lists the first issues of the Czech Republic, Scott doesn't, and Michel's Belarus listings are more current. But all the catalogs will probably be up to speed with these countries next year. Writers, however, will probably require more guidance than standard catalogs can provide.

For that requirement it's too bad we have only the new *Introductory Handbook of Ukrainian Philately*. We could easily use a similar reference for each new former Soviet, Baltic, Balkan, and Central European entity. To a non-specialist re-

searcher, Peter Bylen's introduction supplies the essential historical context for each discrete segment of Ukrainian philately, which editor Ingrid Kyzyk follows with philatelic flair.

Various writers have provided chapters on each main period and geographic unit of their specialty, even one on Ukrainian cinderella stamps. The last quarter of the book is a completely revamped catalog and checklist of classical Ukrainian stamps 1918-1923. Peter Bylen has completely reworked the 1982 catalog by Lubomayr Hugał and Wesley Capar, and Valentyn Zabijaka has supplied up-to-date price listings.

Japan's Sakura catalog continues to set the standard for a compact, full-color, one-country catalog that embraces stamps and postal stationery of every sort, first-day covers, quantities issued, and prices. I wish I could get an equivalent of this book for each country I collect or write about. □

Tools for the FDC Collector

by Alan Warren

1992 Cachetmakers Directory, by Betty Hundley, 12 pages, 6 by 9 inches, published by American First Day Cover Society. \$3 postpaid from AFDCS Sales, Box 1335, Maplewood NJ 07040.

Cachetmaker Index and Scott Number Index for First Days, Volumes 1-37, by Wayne P. Gasper, softbound, 8½ by 11 inches, 34 pages, published by American First Day Cover Society. \$6.95 postpaid from AFDCS Sales, Box 1335, Maplewood NJ 07040.

REM Catalog, The 7-1-71 Affair by Roy E. Mooney, 7th edition, 60 pages, 8½ by 11 inches, three-hole punched, 1992. \$4 postpaid from the publisher, Roy E. Mooney, Box 338, Newnan, GA 30264-0338.

Cachets are as important, and in some cases even more important, than the stamp or cancel on some first day covers. This fact is well known to FDC collectors, although it was not known by one judge who critiqued one of my exhibits with the comment, "Interesting artwork, but the cachets did not carry the mails."

Collectors now have two additional tools to help them in learning more about current as well as older cachetmakers. Betty Hundley has compiled a handy listing of those who make cachets today, but she goes beyond a mere name and address. She has prepared an eight-position code numbering system for each producer to indicate the level of their activity.

The code indicates whether they release cachets for all new issues, or just certain ones; how the cover is made (e.g., repetitive process or individually hand-painted); color; whether available as serviced, unserved, or both; whether sold directly; range of quantities printed; the year they began producing; and whether they are for U.S., Canada, U.N., or foreign issues. A phone number is often included.

The American First Day Cover Society has published such directories from time to time over the years, and a collection of the directories is a useful resource in documenting the activities of cachetmakers. Hundley's latest version is alphabetic by producer. The directory is succinct and clearly printed. Approximately 600 cachetmakers are listed, which tells us how popular this activity is.

Wayne Gasper is a charter member of the AFDCS and has written considerably about many aspects of the hobby in the society's journal over the years. He took up the challenge of preparing an index to references to cachetmakers in *First Days* as suggested by the journal's former editor, Sol Koved. Wayne's first index, covering volumes 1 through 34, appeared in the April 15, 1990, issue of *First Days*.

Wayne has now updated his database through volume 37 (1992) of the journal. At the same time he has prepared an index to references in the journal for United States stamps by Scott catalog number. This listing appeared in two installments in recent issues of the journal, but is now bound with the cachet-maker index to provide a doubly welcome tool for FDC collectors.

Wayne's cachetmaker index is listed alphabetically, followed by the volume, issue, and page numbers. The catalog number index is numerical, beginning with Scott 1 and 2, and includes airmails, postal stationery, and other back-of-the-book items as well. This index is in three sets of columns per page, but is easy to read with the aid of a ruler. For those fortunate to have a complete run of the society's journal, these two tools will save a lot of time in information searches.

Roy E. Mooney has probably done more for FDC collecting and documenting of the United States Postal Service issue of July 1, 1971, than anyone else. He has now published the seventh edition of his catalog of this issue in looseleaf format, so collectors can place it in a three-ring binder and update individual pages as needed. The catalog is thoughtfully printed, so that once it is in a ring binder, and turned to the left so that you read the pages in the long direction, you can turn the pages one at a time and read succeeding pages without having to flip the binder around.

The catalog lists the known covers alphabetically by state, then alphabetically by city within each state. A number indicating the state and the city are identified for each town cancel alongside the name of the town. A particular quirk of Mooney's is that the value for each cover is shown not in dollars as one would expect, but in number of "quarters." To obtain the value in dollars, you must divide the number by four. The letter "W" before the value indicates that that particular cancel is on Roy's want list.

Roy Mooney has had a "love affair" with this issue and its first day covers for more than ten years. He invites correspondence, corrections, additions, and even trades of the July 1, 1971, FDCs. □

Crash Covers Revisited

By Kendall C. Sanford

Courrier Recupéré Recovered Mail - 1910-1936 by Henri L. Nierinck. Oostende, Belgium, 1993. 576 pages, hard cover. \$77.00 plus postage from Aerophil, 4 Ave. General Guiguer, CH-1197 Prangins (Vaud), Switzerland.

Perhaps the best way to review this book is to compare it with the first edition of the same title, published in 1984. It covered the years 1918 to 1978 and was 367 pages long. The new edition covers the years 1910 to 1936 and is 576 pages long.

The first edition listed air crash covers with a European connection. The new edition lists air crashes worldwide, except for U.S. domestic crashes, which are well covered by the *American Air Mail Catalogue's* interrupted flights section.

The new edition matches the format of the first edition. It lists the place of the crash or interruption, the aircraft manufacturer and type (where known), the routing of the flight, the names of the pilots, the date, and the airline or aircraft operator. It describes the circumstances of the crash, in French and English. Finally, it lists all known types of cachets, labels, and markings applied to crash covers.

Obviously Henri Nierinck has uncovered much additional information since the first edition. Although the first edition was over 200 pages shorter, it covered a period of 60 years. The new edition covers only 26 years.

Over the years, when I have met him at various philatelic

exhibitions, he always had his working copy with him, which was always thicker each time.

Since the first edition, he has discovered many new crashes and interruptions, and cachet and label varieties that were previously unrecorded. He has had help with new information from a number of people, this reviewer included.

A pricing supplement was issued a few years after the first edition of the book was published. With the new edition, a pricing supplement is included. The prices are in Swiss francs, and are a fairly accurate reflection of the current market, being based on recent auction realizations and dealers' prices. Even though the philatelic market is in a slump at the moment, crash covers are very popular and have held firm in value.

The first edition had a combined index, listing the places of the crashes and the names of aircraft of those with names. The new edition has a much expanded index, which is in three sections: Name of Airplane, Place of Crash, and Name of Pilot.

The first edition has become the standard reference on non-U.S. crash covers for collectors and dealers alike. The new edition will no doubt continue that tradition. Nierinck is working on another edition for the period from 1937 to the present.

While there are a few minor errors noted, this new edition is a big improvement over the first edition. The price may seem a bit high, but it is well worth it for the amount of information the book contains, and it is an essential reference for crash cover collectors. □

The Continuing Saga of the AEF

by Alan Warren

Update II to the Second Edition of The Postal History of the AEF 1917-1923, edited by Theo Van Dam, 8½ by 11 inches, soft covers, perfect bound, illustrated, 170 pages. 1993. \$23 postpaid from Military Postal History Society, c/o John J. Azarkevich, Suite 111, 1400 Altamont Ave., Schenectady, NY 12303.

The search for details on the mails related to the American Expeditionary Forces in World War I continues to capture the attention of postal historians. This new book brings over 50 percent additional material to the original work. Since this is the second update to the second edition, it is useful to review the publishing history of this text.

The first edition was published by the American Philatelic Society in 1980. Updates then appeared in the *War Cover Club Bulletin*. Nearly ten years later it made sense to prepare the second edition, which was published by the War Cover Club and printed by The Printer's Stone, Ltd. This handsome hardbound text is the basic AEF handbook, and not only is it still in print, but it must be owned in order for the second update to be useful.

Theo Van Dam has not only been closely associated with every edition and update of the book, but he also has spearheaded the work of the World War I Study Group of the Military Postal History Society (formerly War Cover Club). No sooner was the second edition on the market than more material turned up, necessitating the first update to the second edition, which was published in 1991. Unfortunately this 68-page first update is now out of print.

More than thirty collectors have provided the information that Van Dam has compiled in this latest update. The format of this second update is to present the new material by referring to the chapter and page in the second edition on which it expands. The illustrations are fair to good, if not up to the quality of the second edition. And yet the illustrations are invaluable to understanding the material since they show us the auxiliary markings, the censorship marks, and the cancellations that tell the story.

An important aspect of military postal history is learning the

origin of the mail pieces. This information was often vague or difficult to determine as it could compromise the armed forces' strategy. To this end corner cards and return addresses provide important clues. Tables of markings of the camps in the U.S. and also of naval markings have been retrieved from the first edition and placed in this update.

Not only additions to the second edition but corrections as well appear here. The bibliography has been extended with more than 30 additional references. Collectors are advised to obtain both the second edition and this second update from the Military Postal History Society. There are a few dollars to be saved in both cases for members, so it might pay to join the society. This will also ensure that you receive any further updates as they are published in the Society's journal, for Theo Van Dam will surely continue to add to the saga of the AEF in the First World War. □

A Scandinavian Potpourri

by Alan Warren

Island: Skilling und Aurar-Marken im Oval, by Kurt Bliese, perfect bound, soft covers, 5¼ by 8¼ inches (15 by 20 cms), 140 pages, illustrated, in German, FG Nordische Staaten, Flensburg, Germany, 2nd edition, 1991.

Tjänstefrimärken i stort format 1874-1910 by Mats Gustafsson, perfect bound, soft covers, 6¼ by 9¼ inches (17 by 25 cms), 294 pages, illustrated, in Swedish, Philatelic Handbook A:2, Sveriges Filatelist-Förbund, Boden, Sweden, 1991.

Greenland Postal History/Postmark Catalogue 1877-1992 by Torben Hjørne, Greenland Catalogue Vol. 2, spiral bound, soft covers, 8¼ by 11¼ inches (21 by 30 cms), 52 pages, illustrated, in English, Århus, Denmark, 1992. \$40 from the author, Torben Hjørne, Box 536, 8100 Århus, Denmark.

Tysk Postkontrol av Civil Post i Norge 1940-1945 by Ulf Lindewald, perfect bound, soft covers, 8¼ by 11¼ inches (21 by 30 cms), 176 + iii pages, illustrated, in Swedish. Norwegian Philatelic Federation, Study Group for War and Fieldpost Connections to Norway, Kanebogen, Norway, 1991. \$25 from Norsk Filatelistforbund, Box 875 Sentrum, 0104 Oslo, Norway.

The four works at hand represent a wide spectrum of Scandinavian area philatelic interests. Kurt Bliese's work on the skilling and aurar issues of Iceland in oval format is an expanded version of the 1983 edition produced by the Nordic States Study Group on Iceland. The usefulness of the book is hindered by the lack of a table of contents and an index.

The author begins with lists and illustrations of place name cancellations of the period as well as a table of postal rates in effect at the time. Discussions of the stamps and their production are quite detailed and include paper, gum, and perforations. Plate flaws and printing flaws are described in depth.

The sections on three of the aurar values were written by Orla Nielsen of Denmark and translated into German. The text throughout treats postal cards as well as the stamps and even forgeries. A sufficient number of covers is illustrated to make this book useful to Iceland postal history collectors as well as the traditionalists. Full panes are illustrated in many cases.

The illustrations range in quality from poor to good. The book is one of the monographs that is automatically sent to members of the research study groups of Nordic collectors in Germany. The book can be obtained from literature dealers in the U.S. For information on this federation and its study groups, inquiries can be sent to FG Nordische Staaten e.V., c/o Georg Bodner, Treasurer, Pleidelsheimer Straße 3, 7140 Ludwigsburg 10, Germany.

Mats Gustafsson's monograph on the official stamps of Sweden is the second in the new series of the Swedish Philatelic Federation's handbooks. The first one was on the Oscar period stamps 1885-1911. The print is smaller and less pleasing in this second book, which is a compromise probably made because it contains twice as many pages as the first volume.

This book also lacks an index but does have a table of contents consisting of section headings with the page number for each subject within the section. Sweden issued official stamps in two sizes—large and small. The former are dealt with here in considerable detail.

The author begins the story with the development of official mail in Sweden from the stampless period. He also discusses paper, gum, and perforations, but the method of preparing the dies and the printing of the stamps is described in some detail, including the striking of proofs. The bulk of the text is devoted to listings of plate flaws and other distinguishing features of each value.

A two-page bibliography reveals the author's literature sources in addition to the archives of the postal service, the Swedish postal museum, and postal circulars of the time. Price information on this and other publications can be obtained from Sveriges Filatelist-Förbunds Förlags, Allégatan 47, 96137 Boden, Sweden.

Torben Hjørne offers a series of catalogs for Greenland collectors, which cover such topics as postal history, parcel cards, and the well known parcel stamps or "polar bears." This volume focuses on the postmarks associated with Greenland postal history. A lengthy table of contents makes an index unnecessary. Prices are given in Danish kroner for cancels on stamps, on piece, and on philatelic and non-philatelic covers.

The post offices of Greenland are listed geographically. Measurements and period of use are shown for each cancel. In some cases both metal and rubber stamping devices are known. Special commemorative and first day cancels are included. Copenhagen postmarks are listed separately as well as other markings such as ships mail, routing marks, official and postage due mail, fiscal cancels, APOs, and machine cancels.

A series of rate tables concludes this handy little catalog. A lot of information and data are packed into the pages of this work, but the printing is clear. Most of the postmarks are well illustrated.

The fourth book reviewed here also lacks an index but has a fairly good table of contents. This book discusses the control of civilian mails in Norway during the Second World War. Although published in Norway, the text is in Swedish, the native language of author Ulf Lindewald.

Introductory material defines terms, provides historical context, and tabulates the number of letters processed on a daily basis within the country and to and from Norway during the years 1938-1947. Most censorship was done in Oslo and the bulk of the text is devoted to that office. Censor handstamps, resealing tape, pencilled notations of the inspectors, return handstamps, chemical treatment of the cover and contents for invisible writing, and other notations of censorship are described.

For printed matter and obvious first day covers without content, a simple "Ao" mark within a circle was employed ("Auslandsbriefprüfstelle Oslo"). Censor marks are cross-referenced to Riemer. The censorship office at Trondheim has its own discussion. A major value of Lindewald's book is that practically every page contains an illustration of a censor mark or a censored cover. Although the quality of the illustrations is only fair to good, the fact that so many covers are seen by the reader adds real value to this monograph. □

►► Writers Guidelines (from page 49.)

more authors began to submit material to the magazine, it continued to stray further off course.

As I prepared the new guidelines I realized that I needed to re-educate many of our current authors, as well as seek new ones who could recognize and produce material directly related to stamps and collecting.

As we began the process of redesigning the magazine, we began to analyze it from the perspective of meeting our readers' desires more adequately.

With this in mind, we attempt to publish a wide range of articles that reflect different collecting styles and specialties, while remaining interesting to the general reader. This is a tough balance to achieve. However, it is important first to recognize that we exist primarily to serve stamp collectors' needs, both in terms of information and entertainment. We also wish to provide an outlet for those who like to write interesting and informative material that does not necessarily fit the focus of traditional stamp newspapers.

To maintain the highest level of professionalism, *SSM* reserves the right to edit all work accepted for publication. In some cases this may mean little more than style or grammatical changes. In others, it may mean the addition or reorganization of information. *SSM* does not intend to ride roughshod over authors. We strive to keep a writer's style intact, while helping him to communicate his idea more effectively.

One of the common pitfalls of an amateur writer is to treat his prose as artwork. However, it must be remembered that writing is not fine art that flows unfettered from pen to finished paper. It is a communication tool; a finely appreciated craft that is the culmination of much hard work and rewriting. Our job is to help writers communicate their ideas on paper more effectively, both verbally and visually.

SCOTT Stamp Monthly WRITERS GUIDELINES



SSM generally follows the Associated Press style book. This provides for consistency within the pages of the magazine, as well as a consistent style over time. Obviously a hobby publication must make some adaptations from that of a news organization, but AP style can be followed as a general rule.

Because of *SSM*'s frequency, and its resulting long lead times, we cannot hope to compete with the weekly stamp publications for news stories. Our long lead times do, however, give us the luxury to pursue and present some of the more fascinating or engaging aspects of a story in a more interesting and readable fashion. The magazine format also gives us more layout and design freedom than that of a tabloid, making it a more visually appealing medium as well.

As an educational journal, *SSM* strives to publish interesting information from which readers can learn about a broad scope of stamp collecting in a non-intimidating manner. To this end, our writers attempt to write features that not only draw the reader in, but allow him to take something away in terms of knowledge. The reader must be gently led through an article, rather than pulled. We also strive to make the combination of visual and printed information appealing enough to the reader to hold his interest. This benefits all involved, from the reader to the advertiser.

SSM attracts a broad variety of readers, ranging from the beginner level to highly advanced. Many of these collectors have been involved with the hobby for many years, and many belong to the American Philatelic Society.

Although many *SSM* readers are equally as interested in new listings and catalog updates as in features, they have expressed the desire to see more news, U.S. material, how-to articles, and postal history features. Many other readers obtain the magazine specifically for its editorial content. Topical articles have long been a mainstay of the publication, but much interest has also been shown in material that focuses primarily on stamps, stamp series, covers, and postal history.

In many ways, illustrations are at least as important to a story as the text. Again, we have recognized this and are attempting to produce a visually rich magazine by running illustrations of particularly attractive, unusual or colorful items that best illustrate a story. We do run down artwork, but it is the responsibility of the author to provide what he is visualizing. We simply do not have the time or manpower to run down the best art for all features.

All visuals should be tied to the text and have at least basic captions written. Captions should describe all that arouses curiosity in an illustration, including names of individuals, locations, stamp information and appropriate dates. Figure numbers tied to the text are desirable. This is all very important to help the reader follow along with your story.

Scott Publishing Company pays for first North American serial rights to original, previously unpublished works. On an average, the pay scale ranges between \$75 and \$150 per article (sometimes higher or lower), determined by the quality and workability of the piece, as well as the suitability and quality of provided illustrations.

SSM also actively solicits material for smaller regular monthly items. Some of the basic features and rates are as follows: *The Odd Lot*, \$75 to \$100; *Tid Bits*, \$50 to \$100; *To Err is Divine*, \$25 per item; and *Tip of the Hat*, \$25 to \$50. A short description of each of these monthly features is as follows.

The Odd Lot: This feature, usually a page in length, strives to focus on some highly unusual incident, item or situation within our hobby. This can range from humorous to bizarre.

Tid Bits: These are short filler-type items that are interesting for

one reason or another. *Tid Bits* generally focus on an individual stamp or cover and should be about the item, rather than the subject.

To Err is Divine: This monthly feature points out, in a humorous manner, design errors on stamps. Payment is made for tips. Preparation of the piece is done by Scott.

Tip of the Hat: This feature focuses on some short how-to tip that is helpful to collectors. Tips cover a wide range of areas, from stamp mounting to soaking and page preparation. Tips may be submitted written or as suggestions.

We do not consider or accept simultaneous submissions; that is, articles sent to more than one publication at a time, nor do we accept pieces that have been rewritten from versions appearing elsewhere. The primary reason for this is because the philatelic field is such a small area. Collectors don't like to read the same piece over and over in different simultaneously published periodicals.

Besides, we pay accordingly. We pay the highest rates in the United States philatelic publishing arena. You'll find a basic pay scale printed in the guidelines.

By carefully reading the *Scott Stamp Monthly Writers Guidelines* and by following their advice, you should be able to get a feel for those types of articles for which we constantly search.

If you would like to receive a copy of the guidelines, or have questions or comments about the magazine, please send a stamped, addressed number ten envelope to me at the following address:

Communicator Writers Guidelines, Wayne L. Youngblood, Scott Stamp Monthly, Box 828, Sidney, OH 45365-0828. □

Literature Awards

Cardinal Spellman Museum 1993 Philatelic Literature Fair Books

Gold—with Felicitations of the Jury

Sanitary Fairs, A. R. & M. S. Kantor.

History of Postal Cancellations of China, Parts VI-VII, P. K. Chang.

Gold

Airmail Stamps: Fakes & Forgeries, A. S. Newall.

Alle Ärzte Dieser Welt, Vols. 1-5, Dr. med. R. Wallossek.

Chinese Imperial Post 1897-1911, M. Mizuhara.

Chinese Republic Post, Northern Warlords Period 1912-1928, M. Mizuhara.

Commercial Perfins of Australia, J. Grant, J. Mathews.

German Submarine Mail of World War I, B. Hennig.

Les Ballons Montés, Tome 2, 1992 Ed., G. Lheritier.

Opinions VI, The Philatelic Foundation.

Postal History of Indian Campaigns - C.E.F., The China Expeditionary Force 1900-1923, D. Virk, J. Hume, D. Lang, G. Sattin.

A Postal History of the Japanese Occupation of the Philippines 1942-1945, E. Garrett.

The Postal Markings of the Canal Zone, Second Ed., L. Entwistle Sarawak, Issues 1871 & 1875 Plating Studies & Postal History, W. de B. P. Batty-Smith, N. Watterson.

U.S. Postmarks and Cancellations The Philatelic Foundation.

Venezia per L'Europa, F. Rigo.

Via Airmail, American Air Mail Soc.

Vermeil—with Felicitations of the Jury

The Buyers Guide, S. Datz.

Philatelic Literature, Vol. 1, M. Amrhein, M.D.

Vermeil

Airways, Smithsonian Inst. Press.

Airways Abroad, Smithsonian Inst. Press.

I Bolli a Secco Dello Stato Pontificio, P. Vollmeier.

Chinese Classical Poetry Postage Stamps Pictorial, Directorate Posts, Repub. China.

Collectors Philatelic Annual Report: 1989-1992, Writers' Club of Philately.

Commonwealth of Australia - Printed to Private Order Postal Stationery, Phil. Soc. of Canberra.

Forged Postage Stamps of Africa and Asia, Excluding Colonies of European Countries, H. Bynof-Smith.

France - Poste Maritime Prephilatélique, Histoire Postale & Catalogue L'Union Marcophile et de la Société des Collectionneurs d'Estampilles et d'Oblitérations Réunies.

The Half - A Collection, C. Jennings.

Handbook of Holyland Philately: The Foreign Post Offices in Palestine 1840-1918, World Phil. Congress Israel.

Handbook of Modern Tristan da Cunha Philately, Parts 1, 2, R. Peck.

History of the Post in Derby 1635-1941, H. Wilson.

L'Introduzione dei Bolli Postali a Palermo e Messina, P. Vollmeier.

The Micarelli Identification Guide to U.S. Stamps, Scott Publ. Co.

NYRBA's Triple Crash & Outlaw Flight Covers and Postal Markings, J. Grigore Jr.

Paper Types used for the Sun Yat Sen Issues, E. Boers.

The Pitcairn Islands Radio Station and its Postal History, P. Isl. Study Group.

The Place of Stones, Mafeking/Mafikeng - The Siege Stamps and Banknotes, 2d ed., J. Campbell.

The Postal History of St. Helena During the Napoleonic Exile; St. Helena Boer Prisoners of War Censor and Camp Handstamps, St. Helena, Ascension, and Tristan da Cunha Phil. Soc.

Postal Route Gazetteer - Part I: New York State, Printer's Stone Ltd.

The QE II Waterlow 'Castle' High Values 1955-1958, G. Bater, The Lord Spens.

Reference Book of Overprints on Hungarian Stamps, The Hungarian Phil. Soc. of Great Britain.

Roosevelt, De Gaulle, and the Posts, J. Bush, Inc.

San Francisco Postal Markings 1847-1900, J. Mahoney.

Stamp Forgeries of New South Wales, M. Pope.

Stamp Forgeries of Queensland, South Australia, and Tasmania, M. Pope.

Stamp Forgeries of Victoria, M. Pope.

Stamps on Stamps, Amer. Topical Assn.

Vanuatu's Postal History - The First Decade, P. Smith.

The Victorian Post Office, Boydell & Brewer.

Waterlow Procedures - KG VI 'Arms to Festival' High Values - Design to Press, G. Bater.

Worterbuch zur Deutschen Postgeschichte, E. & E. Kuhlmann.

Silver

Christopher Columbus in Philately, Amer. Topical Assn.

Le Collier de Feu, G. Lheritier.

Dams on Stamps, Philat'EG National and Commission Int'l des Grands Barrages.

Dolls on Stamps, Bears & Puppets, too! M. Totten.

Le Dossier Phila QSL Infos 'Chappe et le Télégraphe Optique', Assn. Philatélique Thématique "Transmissions."

L'Electricité et le Timbre en Bulgarie, Philat'EG National.

The History of the Roll of Distinguished Philatelists, J. Bendon Ltd.

How to Price and Sell old Picture Postcards, R. Cox.

The One Penny 'Ovava' Tree Stamp of Tonga; A Study of the 1897 Issue, L. Benson.

Pitcairn Islands Postal Markings 1883-1991, P.I. Study Group.

La Planète des Timbres, Timbroscopie.

Postal History of the International Trans-Antarctic Expedition 1989-90, H. Vogel.

Race Walkers in Sports Topical, D. Tognellini.

Seminar on Exhibiting, The Postal History Foundation.

Social Philately, Letters from the Loneliest Island in the World, R. Peck.

Strubels - The So-called Emergency Printings on Thin Paper - Series E and F, H. Brach.

The Visszterter Period in Hungarian Philately 1938-45, The Hung. Phil. Soc. of Great Britain.

Silver-Bronze

The Influence of the United States Navy upon the Panama Railroad, J. Grigore Jr.

Letter Boxes on Stamps and Postal Stationery, G. Morgan.

New York City on Stamps, Philatelic Foundation.

Bronze

Japanese Postage Stamps, 1991 ed., Japan Stamp Publicity Assn.

Periodicals

Gold

Indexes to the Airpost Journal, Vols. 1-60 and *Aero philatelist Annals*, Vols. 1-25, American Air Mail Soc.

Postal History Journal, H. Stone.

The Israel Philatelist Cumulative Index to Vols. 1-23; (Idem.) Vols 24-41, Soc. of Israel Philatelists Educational Fund.

Vermeil

The China Clipper, China Stamp Soc.

FISA Bulletin, Int'l. Fed'n. Aero-Philatelic Societies.

Postal Service Today, Directorate General of Posts, Repub. China.

Vermont Philatelic Index, Vermont Phil. Soc.

Silver with Felicitations of the Jury

Stamps of Hungary, Hungarian Phil. Soc. of Great Britain.

Silver

The Astrophile, Space Unit APS; ATA.

Bermuda Post, Bermuda Coll. Soc.

The Canadian Connection, Canadiana Study Unit.

Capital Philately, The Phil. Soc. of Canberra.

Chemistry on Stamps, Chem. & Physics on Stamps Study Unit.

Cinderellas Australasia, Cind. Stamp Club Australasia.

Gluckauf, Arbeitsgemeinschaft Bergbau-Erdöl-Geologie e.V.

Ice Cap News, Amer. Soc. Polar Philatelists.

The Mail Coach, Postal History Soc. New Zealand.

Perforated Points, Salisbury Phil. Soc.

Philat'eg National, (idem.)

The Philatelic Aurelian, Philatelic Lepidopterists of America.

Philippine Philatelic Journal IPPS Newsletter, Int'l Phil. Philatelic Soc.

Scandinavian Collectors Club 1993 Library Index, Dr. W. E. Melberg.

South Atlantic Chronicle, St. Helena, Ascension, and Tristan da Cunha Phil. Soc.

Stamp Lover National Phil. Soc.

Trident Visnyk, Ukrainian Phil-Numis. Soc.

The Trumpeter, Croatian Phil. Soc.

The Journal of the United Nations Philatelists, U.N. Philatelists, Inc.

Silver-Bronze

Atalaya, (idem.)

The Beacon, The Lighthouse Stamp Soc.

Biblical Philately, Biblical Topics Study Unit.

Bulletin of the Hong Kong Stamp Society, H.K. Stamp Soc.

Correio Filatelico, (idem.)

Duck Tracks, Nat'l Duck Stamp Coll. Soc.

Mare Nostrum, Italy & Cols. Study Circle, American Chapter.

Meter Stamp Society Bulletin, Meter Stamp Soc.

New Stamps Gazette, Shield Stamp Co.

Old German States' Notes, J. Gilgis.

The Pennsylvania Postal Historian, The PA Postal Hist. Soc.

Phila QSL Infos, Assn. Philatélique Thématique "Transmissions."

Philatelic Communication, D. Lu.

The Philatelic Shopper, (idem.)

Philmath, A Journal of Mathematical Philately, Math. Study Unit.

Pitcairn Log, Pitc. Isl. Study Group.

Polish Philatelic Review, Soc. for Pol. Phil. in Great Britain.

The Queensland Stamp Collector, Queensl. Phil. Council.

Themes, Thematic Soc. of Australia.

The Vermont Philatelist, VT Phil. Soc.

Warthog Bulletin, J. Hatridge.

World Cinderella News, T. Bolotnikoff.

Bronze

Disnimation, W. Sylvester.

Chai Chee Stamp Club Journal, (idem.)

Inner Space News, The Underwater Philatelists.

New South Wales Postcard Collectors Society Bulletin, NSW PC.Soc.

Stamp News, Chai Chee Stamp Club.

Catalogs

Gold

Catalogo Enciclopedia Italiano 1992-93; (Idem.) 1993-94, A. Ferrera.

Cérès Catalogue Timbres-Poste 1993, Andorre-Monaco-Sarre-T.O.M.-

Colonies Françaises, Cérès.

Cérès Catalogue Timbres-Poste 1993, France, Cérès.

Les Entiers Postaux de France et de Monaco, Cinquième Édition, 1992,

Imprimerie du Vivarais.

Germany, Fourth Ed., 1992, S. Gibbons Publns. Ltd.

Great Britain Specialized Stamp Catalogue, Vol. 1 - Queen Victoria, 10th

Ed., 1992, S.G. Ltd.

Michel Briefmarken-Katalog Deutschland 1992-93, Schwaneberger

GmbH.

Philately from Western Australia, M. Juhl.

Scott 1993 Standard Postage Stamp Catalogue, Vols I-IV, Scott Publ.

The Stamps of Palestine Mandate, 1992 Rev. 7th Ed., M. Bale.

Vermeil

Bale Catalogue of Israel Postage Stamps 1992, 16th Ed., M. Bale.

Central Asia 1992, S. G. Publ'ns. Ltd.

The Connoisseur Catalog of Machin Stamps, 9th Ed, 1992, Connoisseur

Publications.

Danmark Frimærkeatalog 1992-93, Aarhus Frimærkehandel.

1992 Errors, Inverts, Imperforates, Colors omitted on United States

Postage Stamps, 4th Ed., S. Datz.

Norma Finland Catalogue 1856-1992, Suomen Postimerkkeily Oy.

The Official Postal Labels of Australia, Cinderella Stamp Club, Australia.

Prifix 1993 Catalogue Spécialisé Illustré des Timbres-Poste du Luxem-

bourg, Banque du Timbre.

Skandinavien Frimærkeatalog 1992-93, Aarhus Frimærkehandel.

Specialized Catalogue of Philippine Postage Stamps 1973-1989, Dr. N.

Tiong Tak T.

Stamps of the World 1992-93, Volumes 1, 2, 3, S. Gibbons Ltd.

U.S. State Revenue Stamps: 1950-91 Stamp Issues, 1992 Supplement,

E. Hubbard.

Silver

Andorra 93-94, 13th Ed., M. Abad.

Bolaffi International Catalogue 1992, A. Bolaffi, s.r.l.

Collect Birds on Stamps, 3d Ed., 1992, S. Gibbons Ltd.

Gene Kelly's Catalog of the Fiscal Stamps of the Kantone and Gemeinden

of Switzerland, Vol. 5, G. Kelly.

Great Britain Concise Stamp Catalogue, 1992 Ed., S. Gibbons Ltd.

Inverted Center Stamps of the World Catalog, 1993, M. Sellinger.

Popular's Pakistan Postage Stamps Catalogue, 4th Ed., Popular Enterpris-

es.

Postage Stamp Catalogue of the Republic of China 1991, Directorate

Gen. Posts, Repub. China.

Poststempel Bad Kissingen, E. Spiller.

Singapore Stamp & Postal Stationery Catalogue, 11th Ed., 1993-94, Int'l

Stamp & Coin Sdn. Bhd.

Silver-Bronze

Brasilien Erstflüge Bis 1949, K. Wittig.

Collect Chess on Stamps, S. Gibbons Ltd.

The 1992-1993 Checklist of Scout, Guide, & Brigade Stamps of the

World, 14th Ed., D. McKee.

The 7-1-71 Affair 1992, 7th Ed., R. Mooney.

Strike, Courier, and Local Post of the Elizabethan Era, 2d. Ed., 1992,

Saskatoon Stamp Centre.

Bronze

AFA Local Post Issues 1971 to 1991, Local Post Coll. Club & Aerophil.

Fed'n of the Americas.

Roy Cox 1992 Specialized Picture Postcard Catalogue, R. Cox.

Exhibition Catalogs

Philitec 92 Bulletins 1 & 2, Catalog, and Palmares, H. Stone.

Silver-Bronze

Mostra Enofilatelica, la Cultura Della Vite e del Vino Nei Servizi Postali, Fi-

renze, 20 febbraio - 21 marzo 1992, Comune di Montespertoli.

17th Mostra Filatelica 'Vite-Vino', Montespertoli, 31 maggio - 7 giugno

1992, Circolo Filatelico Montespertoli.

Bronze

Official Catalogue of the Postage Stamp Exhibit at the World's Columbian

Exposition, Chicago 1893, R. Cox.

Third Annual Stamp Exhibition, Tortola, Virgin Islands, Mar. 13-14,

1993, British Virgin Isl. Phil. Soc.

Articles

Silver-Bronze

A Doubly Extraordinary Polar Expedition, H. Vogel.

Stained Glass Window Artistry in Philately, J. Zonay.

Pick of the Litter-ature Award XIII

By Ken Lawrence

Ever since Barbara R. Mueller challenged philatelic exhibitors

to become writers, the quality of literature based on exhibits has

been controversial. Nevertheless, her point was well taken.

David R. Torre, who has a wonderful exhibit of state fish and

game stamps, has been frustrated at the vermeil medals frequently

awarded to his entries at national-level shows. Several critics

(myself among them) told him that conscientious judges would

read what has been published on the subject and judge his exhibit

accordingly.

If he wanted to change our perception of his material, he ought

to write it up in the specialized literature where it would be

scrutinized by other experts in the field. This would be persuasive

where a brief phrase on an album page, unsupported by published

reference material, would not.

Torre has taken this advice to heart, in an exemplary article

published in the June 1993 issue of *The American Revenuer*.

Other exhibitors would do well to emulate the article that is my

choice for this quarter's Pick of the Litter-ature Award, "The fish

and game stamps of Marion County, Kansas."

□

Resignations

1644 Ted Bahry of Carlsbad, CA.

1691 Howard L. Lucas of Dale City, VA. Lucas gives the following reason for his resignation: "I'm discouraged at the bitter content of the Second Quarter 1993 *The Philatelic Communicator*. Ken Lawrence's bitter attack on Clyde Jennings doesn't belong in our publication. We should be promoting the hobby, not pulling it apart. I expect unpopular views to be covered, but with more tact than attack."

German Postal Code System Changed

WU30 member Wolfgang Schoen advises that on July 1, 1993, the German Post Office changed the four-digit ZIP code to a five-digit system, dropping such letters as "D," "W," or "O." As soon as our German members inform me of their new Postal Codes we will correct their mailing labels.

Wanted

Whole Number 64 of the *News Bulletin*, WU30, to complete several runs. We pay \$2.50 plus postage for each copy. Send to WU30 Secretary-Treasurer George Griffenhagen, 2501 Drexel Street, Vienna, VA 22180.

Keep Your Mailing Address Current

Please notify me of address change to assure that you receive each issue of *The Philatelic Communicator* without delay.

George Griffenhagen
WU30 Secretary-Treasurer
2501 Drexel Street
Vienna VA 22180

□

The Last Words

By Joe F. Frye

There is some rhyme—and perhaps some reason—to the mailing dates of *The Philatelic Communicator*.

With few exceptions in the past few years each issue has been a "Special" issue—for an APS Spring or STaMpsHOW event, or some other major philatelic happening.

Such things aren't neatly set on the first of January, April, July, and October. They can't allow us to be a true "quarterly" as far as the calendar is concerned—just four issues in each year, or thereabouts.

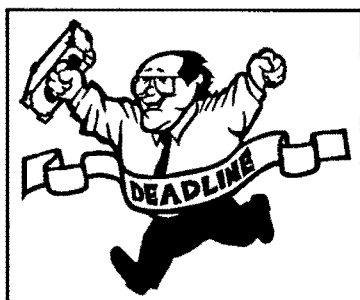
The lack of communication to me from the over 2,000 copies of this journal distributed in one of those four-issue years has been deafening. I have had a little second- or third-hand response that a very few are wondering why we are not on a three-month spacing in issue mailings.

I hope the above explains to your satisfaction.

If you have anything on your mind regarding my part in this insanxxx wonderful effort, please write me.

Any other urges to communicate (no pun intended!) are always welcomed by our editor.

He sees WU30-related letters addressed to me, and has the option of printing them. It is possible that a letter might not be suitable to share with Ken, but that has not happened yet.



This is going on the disk as the last operation for the issue at 10:10 a.m., Monday, August 2, 1993, and will be in the printer's hands about 2:30 p.m. today. I received the copy for the issue from both Ken and George on Thursday, July 29.

If the printer does his thing in the usual two or three days I expect to get the printed, folded pages from him about Thursday, August 5th and mail this issue about Monday, August 9th.

Because my trimmer is about worn out, I have had the printer do the entire production, from camera-ready pages furnished him by me to ready-to-address-and-mail complete issues, for the past few quarters.

His work, like most printers, varies in quantity and urgency. The last issue was delayed nearly a week because he was heavily involved in some work he could not interrupt. This made me look lazy because the time from receipt of copy from the Editor and Secretary-Treasurer until actual mailing date was nearly three weeks—far longer than any issue I can recall.

About diskettes from those helpful writers with computer equipment:

- If your diskette is either the 3¼- or the 5½-inch size, and the information is written to/on it in a form readable by either MS-DOS or WordPerfect 5.1, I can handle it easily—and thank you for your assistance in lessening my keyboarding labors.
- One very helpful hint: When you're typing a quotation (" "), please don't use rabbit tracks (").

The quotation marks used in *The Philatelic Communicator* are typed with the lower-case part of the Tilde key (two strokes) for opening, and the lower-case part of the rabbit track key (two strokes) for closing.

Many word processors have a wide range of quotation marks. It is relatively simple to search-and-replace your quotes with our style, but if convenient to use our method, it saves more time.

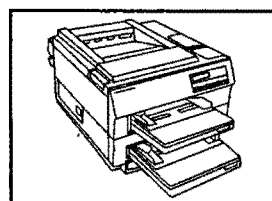
While keyboarding about page 65 of this issue the WP 5.1 program beeped at me and said it was out of space. No, the hard drive wasn't, (it still had nearly 10MB of space) the program itself was overflowing!

Easy remedy: Stick in a blank diskette and copy my file "GR" off the C:\WP51 directory and there I had over a full megabyte more space in which to maneuver.

Now that this issue is finished I will replace that file in the WP51 directory and do a complete review and weeding-out to make some permanent space for future such conditions.

Hewlett-Packard Company kindly presented me with a new toner cartridge for my *LaserJet III* after I was of some trivial assistance to them. I had seen in their ads that the toner itself had been improved. It seems that it has—the printed pages with the new cartridge appear strongly blacker than before, without any adjustment in density having been made.

Now I will shut up, print, shut off, and go to the printer. □



TO:

Secretary-Treasurer's Report (As of July 30, 1993.)

Preliminary Election Results

Even though the deadline for the receipt of ballots is set by the Bylaws as August 9, we are presenting the preliminary results since there were no contested races, and since few ballots have been received during the past week.

A total of 57 ballots from U.S. resident members (19 percent return) and six members residing outside of the U.S. (13 percent return) have been received, providing the following results:

President

Charles J. Peterson 61
 Ken Lawrence (write-in) 1

Vice President, East

Alan Warren 62

Vice President, West

Robert D. Rawlins 60

Secretary-Treasurer

George B. Griffenhagen 62

Council

Ernest E. Fricks 56
 Janet Klug 62
 Augustine Serafini 56
 Russell V. Skavaril 58
 Charles J. G. Verge 58
 John Hotchner (write-in) 1

Welcome

We welcome these new WU30 members since our June 6, 1993, report.

1689 James Lawrence Grimwood-Taylor, Cavendish Auctions, Sitwell Street, Derby DE1 2JP England. Author: *The Post in Scotland* (U.K. Post Office, 1990), and over 100 articles on postal history worldwide. Sponsor: Charles J. Peterson.

1690 Robert F. Taylor, 674 Chelsea Drive, Sanford, NC 27330-8587. Free-lance writer: "Handstamp Varieties on Provisional Postal Cards" in *The Dragon's Den*, and "Jurgens' Foregers of Preadhesive Handstamps" in *Forerunners*. Sponsor: George B. Griffenhagen.

Reinstatements

1487 Tom Clarke, Box 290-145, Davie, FL 33329-0145.

Lost Member

0780 Brian L. Kuehl's mail to 837 Michagian #14B, Lawrence, KS 66044-3975 has been returned by the USPS with a notation: "No Forward Order on File; Unable to Forward." Anyone knowing Kuehl's whereabouts please contact me.

►► Secretary-Treasurer (Page 67.)

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